65

BROADCASTING

combined with

Broadcast Advertising

Vol. 10 • No. 9

WASHINGTON, D. C.
MAY 1, 1936

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

THE JOHN CRERAR LIBRARY MAY 5 1936

WIDE-*Awake!*

Advertisers who use WOR soon discover that there is one quality which distinguishes it from its contemporaries. That is its wide-awakeness. They find WOR constantly wide-awake to new program developments, and the slightest ripple in the swift current of metropolitan life. It is only natural that this wide-awakeness has an insidious way of prompting advertisers to transfer it to their products or services, imbuing them with that tone of well-bred persuasiveness which has developed into a distinct personality for the station. That it produces RESULTS is demonstrated by the response from an audience whose spending power is $735 per capita compared to $486 per capita for the entire U. S.

WOR

A Typical Program Listing
NBC THESAURUS

140 Station Subscribers and Their Clients are Broadcasting These "Headline" Programs

MAY 1

THE GARDEN PARTY
ARTHUR FOLSON PAUL, authority on Landscape Gardening

RADIO NIGHT CLUB
XAVIER CUGAT, HARRY RESER, BUCCANEERS, SENATOR FISHFACE, and others

CONCERT HALL OF THE AIR
ROSARIO BOURDON, WESTMINSTER CHOIR, SAMUEL KISSEL, violinist

DANCE HOUR
THE RHYTHM MAKERS, RUDOLPH FRIML, Jr. and His Orchestra

MUSICAL CLOCK
THE HONEYMOONERS, BUCCANEERS, ROBERT HOOD BOWERS, RICHARD LEIBERT, and others

ON THE MALL
Stirring band music by ROBERT HOOD BOWERS

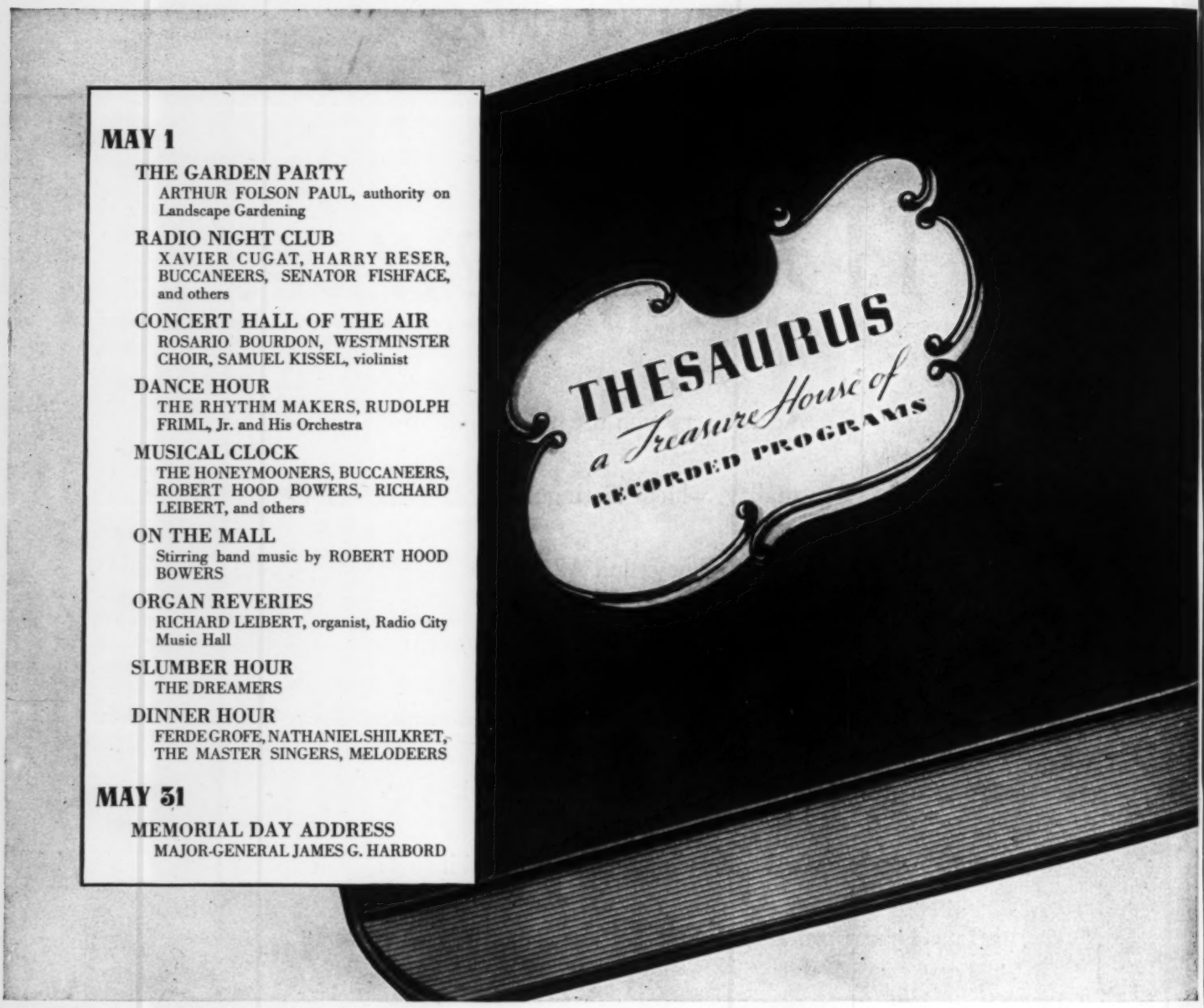
ORGAN REVERIES
RICHARD LEIBERT, organist, Radio City Music Hall

SLUMBER HOUR
THE DREAMERS

DINNER HOUR
FERDE GROFE, NATHANIEL SHILKRET, THE MASTER SINGERS, MELODEERS

MAY 31

MEMORIAL DAY ADDRESS
MAJOR-GENERAL JAMES G. HARBORD



NBC THESAURUS is available in a number of cities and markets. For further information, write ELECTRICAL TRANSCRIPTION SERVICE

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SERVICE

30 ROCKEFELLER PLAZA, NEW YORK MERCHANDISE MART, CHICAGO

XUM

★ Note to buyers of Radio Time: National advertisers are maintaining their schedules through the summer on WHAS. Reasons why: (1.) WHAS offers a magnificent array of local and national programs. So, it attracts the best audience of buyers. (2.) Its tremendous and acknowledged coverage influences volume sales. Also, 50,000 Watts blankets the mass-population areas.

WHAS

Operated by The Courier-Journal and Louisville Times

● LOUISVILLE ● KENTUCKY ●
● C. B. S. BASIC OUTLET ●
● EDWARD PETRY & CO.
● National Representative

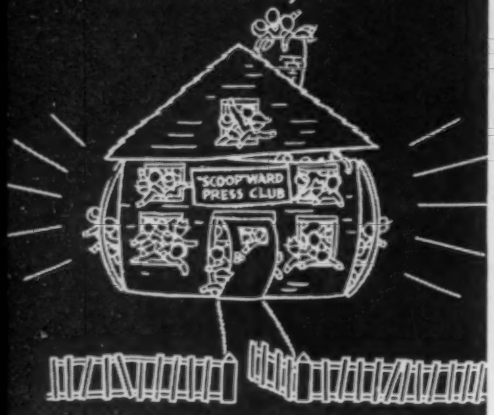
Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

What actually happens, and how soon it happens w

1

WARD'S SCOOP!



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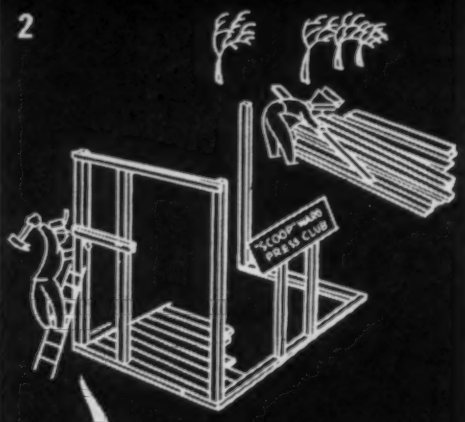


THE WARD BAKING COMPANY
Put a NEW Children's Program on the Columbia Network, Dec., 1935

3

It's "NEWS OF YOUTH", Submitted by Children and Broadcast by Children

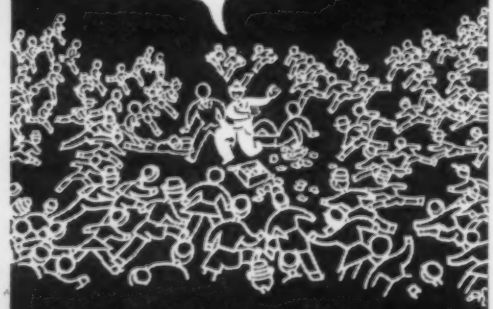
4

7

50,000
Press Badges Were Ordered
for immediate requirements

8

but over
800,000
badges have been distributed to date



9

In the first 6 weeks requests poured in at a rate of more than 7,500 A DAY

10

it didn't seem to matter that this program entered a highly competitive field (children's radio features); that it has the job of selling a highly competitive product (bread). Here's another exact measure of radio doing a job—doing a hard job—doing a quick job—and doing the job single-handed! By radio, of course, we mean the Columbia Network.

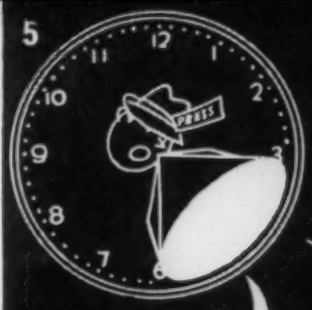
XUM

s when a new radio program gets on COLUMBIA

4

A 17 year old boy—
'SCOOP' WARD
is the News Commentator
and Master of Ceremonies

5



The Program is Broadcast
for 15 Minutes
3 Times a Week
at 6:15 to 6:30 P.M. EST

6

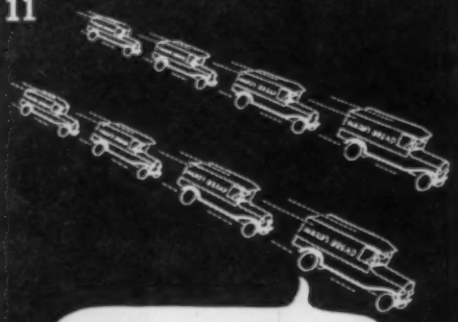
Youthful listeners are
invited to enroll in the
'SCOOP' WARD
PRESS CLUB*

*P. S. They get a badge!

10

TODAY they're coming in
12,500 A DAY

11



"**SALES** have increased considerably – and all indications are that the good will and increased business which this program has brought us will be permanent" says the
WARD BAKING COMPANY

12

15 X 3 X 20

It's a 15 minute program
broadcast 3 times a week
—over 20 stations of the
COLUMBIA BROADCASTING SYSTEM

THE COLUMBIA BROADCASTING SYSTEM
485 MADISON AVE., NEW YORK · 410 NORTH MICHIGAN AVE., CHICAGO

XUM

"He only keeps the best ones!"

EVERY once in a while some friend leers suggestively at us because we've recommended all of our stations on one list. "Sure," says the friend, "they're *your* stations, so they're all *good*."

And he's right!

Fact of the matter is, F & S just doesn't take *any* radio station that wants representation. Believe it or not, we've turned down some pretty sweet money-makers because they didn't seem to match up very well with the rest of our outfits. Sometimes we guess wrong, of course, and take on a dud. But not for keeps — and the result really is that our list *does* embrace about the cleanest, keenest, livest group of stations in America.

And that, we believe, is what makes them a good list *for you* as well as for ourselves.

FREE & SLEININGER, INC.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 5415	Richmond 6184

WHO . . . (NBC) . . Des Moines	WAVE . (NBC) . . . Louisville	KSD . . (NBC) . . St. Louis
WGR-WKBW (CBS) . . . Buffalo	WTCN . . . Minneapolis-St. Paul	KFWB . . . . . Los Angeles
WHK . . . (CBS) . . Cleveland	KOIL . (NBC) . . . . Omaha	KOIN-KALE (CBS) . . . Portland
KMBC . . (CBS) . Kansas City		KOL . . (CBS) . . . Seattle

BROADCASTING
and
Broadcast Advertising

Vol. 10 No. 9 WASHINGTON, D. C., MAY 1, 1936 $3.00 A YEAR — 15c A COPY

Lohr Tells AAAA How to Improve Radio

By FELIX BRUNER
Staff Correspondent

Outlines Three-Point Plan for Future Sales Success; Radio Features Agency Session; Cornell New Chairman

White Sulphur Springs, W. Va., April 30—IN HIS first public expression on broadcasting and its future since he entered radio last December, Lenox R. Lohr, NBC president, told the 19th annual convention of the American Association of Advertising Agencies here April 30 that the three principal objectives of radio should be:

1. Continual improvement of programs.
2. Improvement in technical facilities.
3. Continual stressing of the importance of relationships with agencies and clients.

The principal speaker at the convention, Mr. Lohr went intimately into the production of programs and the responsibility of the broadcaster, the advertiser and the agency in insuring their excellence. Future success, he said, depends upon the ability of program products to give the public what it wants.

Breaks His Silence

SINCE Mr. Lohr became president of NBC Dec. 27, he has maintained a rather rigid silence on broadcasting policies, electing to make a study of the subject before expressing himself. He came to NBC after a career as a military engineer and after having served as general manager of Chicago's Century of Progress Exposition.

At the session April 30, Paul L. Cornell, president of Geyer, Cornell & Newell Inc., New York, was elected chairman of the board of the AAAA. John Benson was reelected president and Frederic C. Gamble was reelected executive secretary. Other officers and new board members are set forth in the box on this page.

Nearly all of the first afternoon of the three-day convention was devoted to discussion of radio. The session was held behind closed doors so that intimate problems of operating radio men and agency representatives could be discussed on a frank basis.

Besides Mr. Lohr, other speakers included: Roy E. Larsen, vice president of *Time*, who spoke on *The March of Time*, and Tom Revere, director of radio for Benton and Bowles Inc., on "Accent on Talent", and Robert J. Landry, New York, on "15 Minutes in One". Mr. Lohr's subject was "Dial the Future".

"In radio's future success the advertising agencies and the broadcasting companies have a unity of interest," Mr. Lohr said. "There can be no competition between us, for our problems are mutual ones —that which is good for radio is equally good for you. Any advancement which improves the effectiveness of radio as an advertising medium puts a more effective tool into our hands better to serve your clients."

Improving Programs

SPEAKING of the improvement of programs, Mr. Lohr pointed out that in the final analysis the real product of radio is that which comes out of the loud speaker.

"It is a program of excellence only that will produce an ever increasing audience to whom your sales message may be directed," he told the agency men. "Our future success will be measured by the ability to give the American public programs that it wants. There will continue to be a search for better program ideas and better talent, a striving for sales messages more persuasive to buyers, and the further elimination of inaccuracies of script which may offend good taste or be inappropriate to an audience consisting of all members of the family. Agencies and clients have recognized their joint responsibilities with the networks and the stations in developing a greater audience through listener appreciation of finer broadcasting.

"Maintaining its integrity with its listeners must always be radio's first consideration. The very characteristics which make radio so powerful an advertising force —its appeal to the imagination, its projection of the personality of the artist or announcer, the impact of the spoken word—are so vital that they must be carefully guarded. Audience interest must be paramount if broadcasting is to continue as the powerful medium it has proved to be. You as agencies have taken a strong stand against an improper exploitation of this power.

"We realize that you are desirous as we are of attaining these goals. The fact that commercial programs have achieved high places in both ratings and awards

(*Continued on page 54*)

AGENCY AND NETWORK—Two viewpoints on advertising and radio are represented here, as Thomas L. Ryan, president of Pedlar & Ryan Inc., New York, talks it over with Lenox R. Lohr, NBC president, at White Sulphur Springs where the AAAA held its annual session.

AAAA Officers

Mr. Cornell

PAUL L. CORNELL, president of Geyer, Cornell & Newell Inc., New York, was elected chairman of the board of the AAAA April 30, succeeding Raymond Rubicam, of Young & Rubicam Inc. John Benson was re-elected president.

Other officers follow: Vice president, Henry Eckhardt, president of Kenyon & Eckhardt Inc., New York; secretary, Ralph H. Jones, president of Ralph H. Jones Co., Cincinnati; treasurer, E. DeWitt Hill, vice president of McCann - Erickson Inc., New York.

New board members at large: Mr. Rubicam; Albert W. Sherer, vice president of Lord & Thomas, Chicago; Thomas L. Ryan, president of Pedlar & Ryan Inc., New York.

New members of executive board representing councils: New York council, Mark O'Dea, president O'Dea, Sheldon & Co. Inc., New York; New England council, H. B. Humphrey, (reelected), chairman of the board of H. B. Humphrey Co. Inc., Boston; Atlantic council, C. Harold Marston, vice president of Geare - Marston Inc., Philadelphia; Western council, H. M. Dancer, vice president of Henri, Hurst & McDonald Inc., Chicago.

Six members of the executive board continue to serve unexpired terms: W. C. D'Arcy, president D'Arcy Advertising Co., St. Louis; J. M. Dawson, vice president Tracy, Locke, Dawson Inc., New York; F. B. Ryan, president Ruthrauff & Ryan Inc., New York; Gilbert Kinney, vice president J. Walter Thompson Co., New York; Arthur H. Kudner, president Arthur Kudner Inc., New York; Guy C. Smith, vice president Brooke, Smith & French Inc., Detroit.

Frederic R. Gamble continues as executive secretary.

Warners Seeking MBS Interest But Rejection of Offer Is Seen

Propose to Supply $2,000,000 in Cash to Network; Opening of A T & T Lines Spurs MBS Expansion

INFORMAL proposals made by Warner Bros. motion picture interests to become a partner in Mutual Broadcasting System to the extent of supplying $2,000,000 in cash, will be considered by the MBS board of directors at a meeting in Chicago May 4. It is practically a foregone conclusion, however, that the propositions will be rejected.

Regarded as an effort by WB to retrieve prestige it has lost in the current music copyright situation, it has become known that WB officials, notably Herman Starr, vice president and its music generalissimo, have talked with officers and directors of MBS about joining forces. It is indicated by MBS officials, who for the most part are officials of its three basic stations, that no such proposition will be countenanced, since MBS is not constituted as a network broadcasting entity but is simply a combination of independently owned stations.

MBS, it is asserted, probably would not be averse to selling time or making some program or music arrangement with WB on other than an ownership or partnership basis. It is in the business of selling time and of providing program service to its associated stations, and naturally will listen to such propositions, it was asserted.

Possible Hearst Tieup

THE WB proposal has never been considered by the MBS board, and is expected to arise for the first time at the Chicago meeting. It is known also that the WB and Hearst organizations are generally in harmony and there has been linked with the WB network proposal the possibility of a tie-up with certain of the Hearst stations. WBAL, Baltimore, and WCAE, Pittsburgh, are MBS adjuncts for certain programs.

Also, it was reported that Mr. Starr had offered to John L. Clark, general manager of WLW and WSAI, Cincinnati, and a director of MBS, a position as managing head of WB broadcasting operations at a salary of $50,000.

At this time it is practically impossible to work out any sort of partnership arrangement whereby the motion picture company could become identified with MBS. While a separate sales organization has been set up for MBS, it is not a corporate entity and operations are purely on a cooperative basis. Any arrangement with MBS would not be binding upon the individual stations subscribing to its programs, it is pointed out.

Mr. Starr, in his discussions with various officials of MBS, has talked about advancing $2,000,000 for expansion, in return for which WB would become a 40% stockholder in the network. The plan is understood to envisage setting up a sales organization for MBS through WB and of building new studios in New York and Hollywood, with programs staged by WB motion picture talent. WB would be compensated for its investment, presumably, not only from the returns from sales commissions, but also through performance of its music and publicizing of its shows.

In the background, of course, is seen the desire of WB to invade broadcasting because of the potentialities of visual broadcasting. Moreover, since WB publishing house seceded from ASCAP Jan. 1, not only music revenues but popularity of many WB motion pictures have deterioriated due to non-performance of this music. So far as known, there has not been a WB hit tune since the first of the year, when about half of the stations and both of the major networks stopped performing WB music.

Some weeks ago Harry Warner announced his organization would start a "third network". This statement was promptly discounted by the radio fraternity because of the known lack of outlets in necessary markets. The MBS proposition is the alternative course adopted.

Aspirations of Mutual Broadcasting System to spread its major market network transcontinentally

(*Continued on page 63*)

Orbit Gum Enlarges

ORBIT GUM Co., starting 18 months ago with spot announcements on WMBD, Peoria, Ill.; WIRE, Indianapolis, Ind., and WAVE, Louisville, has enlarged its scope to a list of 20 stations, but still limits itself to spot announcements. New stations are: WJBC, Bloomington, Ill.; WJBL, Decatur, Ill.; WEBQ, Harrisburgh, Ill.; WCLS, Joliet, Ill.; WROK, Rockford, Ill.; WCBS, Springfield, Ill.; WDZ, Tuscola, Ill.; WHBU, Anderson, Ind.; WTRC, Elkhart, Ind.; WGBF, Evansville, Ind.; WOWO, Fort Wayne, Ind.; WSBT & WFAM, South Bend, Ind.; WBOW, Terre Haute, Ind.; WLAP, Lexington, Ky.; WPAD, Paducah, Ky.; WELL, WKZO.

Charles K. McClatchy

CHARLES K. McCLATCHY, publisher of the McClatchy newspapers of California and owner of five radio stations, died at his home in Sacramento April 27 after a long illness. He was 77, the son of a pioneer California journalist who established the *Sacramento Bee* in 1884. With his brother Valentine, whose interests he bought out in 1923, he also published the *Fresno Bee* and *Modesto Bee*. He is survived by the widow and two daughters, a son who formerly was business manager of the three newspapers having died in 1933. Guy C. Hamilton is general manager of the McClatchy newspaper and radio interests.

AT&T Radio Revenues Under Scrutiny of FCC In Phone Investigation

THE FCC Telephone Investigation touched broadcast program transmission revenues of the American Telephone and Telegraph Co. at its April 28 hearing when Julius A. Krug, Commission investigator, testified that the earnings from this use of telegraph wires had grown from $205,319 in 1924 to $3,921,304 in 1932 and $3,576,357 in 1935. The broadcast transmission, however, only constituted 5% of the total revenue of the A. T. & T. long lines service, he said. These figures, it is understood, cover only A. T. & T. income and not that of the associated companies, which is said to aggregate some $5,000,000 more.

"Apparently radio program transmission will continue to be a rather important source of long lines revenues," Mr. Krug said. "Circuits have been required for transmission of radio programs between and to broadcasting stations located throughout the country and revenues have increased from a nominal amount in 1924 to over 3½ millio dollars in 1935. Most of this increase occurred during the period preceding 1930. In the past six years, revenues from radio program transmission have fluctuated between three and four million dollars anuallly."

The FCC Investigator showed that revenues in 1925 were $248,165; 1926, $443,425; 1927, $1,209,712; 1928, $2,032,127; 1929, $2,837,973; 1930, $3,442,702; 1931, $3,618,448; 1933, $3,304,341; 1934, $3,374,484. Rates for this telephone service will not be taken up by the investigation for some time, it is believed by Samuel Becker, special counsel. Mr. Becker said he was unable to disclose the date but that several of the investigators were studying the situation.

NBC Acquisition of McClatchy Stations First Step in New California Regional Net

FIRST steps toward the proposed establishment of an NBC-California regional network were taken April 23 when Lenox R. Lohr, NBC president, signed contracts with Guy C. Hamilton, general manager of the McClatchy newspaper and radio interests, for the affiliation of all five McClatchy-owned radio stations with NBC networks. The McClatchy stations, now members of the Don Lee-CBS networks, will terminate their affiliations with those hookups on Jan. 1, 1937, or earlier if mutually satisfactory arrangements are made, Mr. Hamilton announced April 24 as he returned to Sacramento after spending several weeks in New York and Washington.

Mr. Hamilton

The new McClatchy affiliations come as an aftermath of the purchase of KNX, Hollywood, by CBS, which awaits FCC approval and which will terminate the CBS relationship with the Don Lee network as such. CBS has indicated it will seek to take over, or at least affiliate, KNX by July 1 if possible. Whether Don Lee's KFRC, San Francisco, will remain on the CBS network in view of the withdrawal of KHJ, Los Angeles, remains in doubt, with negotiations reported under way for another CBS affiliation in the San Francisco area and with Don Lee's group reported dickering to join the Mutual Broadcasting System.

Mr. Hamilton conducted negotiations with both NBC and CBS before reaching a decision to affiliate with the former, accepting one of its regular compensation contracts. Under the terms of the deal, the 5,000-watt KFBK, Sacramento, joins the NBC-Blue network at a $160 hourly rate; the 1,000-watt KMJ, Fresno, will be fed by both Red and Blue at $120; the 100-watt KWG, Stockton, will be offered in combination with KFBK for Blue sponsors but will also be offered on the Red network; the 100-watt KERN, Bakersfield, will be offered with KMJ for Blue sponsors but will also be offered on the Red network.

In addition, the 500-watt KOH, Reno, also owned by McClatchy, on Feb. 15, 1937, joins the NBC transcontinentals to be fed both by Red and Blue networks and to be added to the California group when the NBC-California network is set up. It is now a CBS supplemental.

The California network plan at first contemplated operation by McClatchy much along the lines of the Don Lee regional operations when CBS time was not sold. However, Mr. Hamilton reached an agreement with Mr. Lohr whereby NBC will set up the California network, which will consist of the four McClatchy stations plus either KPO, KGO or KYA in San Francisco, KFI or KECA in Los Angeles, and KFSD, San Diego. Other stations in California may be added to this hookup later as it gets under way.

The sales organization for the NBC-California network will be operated under the direction of Don Gilman, NBC vice president in charge of the Western division at San Francisco.

Heretofore the four McClatchy stations in California, plus Don Lee's KDB, Santa Barbara, and KVI, Tacoma, have been offered as "bonus" stations without charge on the CBS transcontinentals, an arrangement which gave McClatchy network revenues chiefly from its Don Lee-California hookups and which Mr. Hamilton described as unsatisfactory. Mr. Hamilton asserted that the new deal, in addition to feeding his stations the California network programs, will make available to them the NBC transcontinentals of both networks and the NBC-Pacific Red and Blue network programs, assuring them additional revenues.

CBS disclosed on April 27 that it has a contract with KOH, Reno, running until 1939, indicating that an adjustment between CBS and NBC as well as between CBS and McClatchy might be necessitated before the Nevada station could join NBC. It was also learned by BROADCASTING that Lincoln Dellar, of the CBS station relations department, had been in Montana during latter April in connection with the signing of one or more outlets there to the CBS network, including possibly KFBB, Great Falls.

Press Drops Cudgels, Ends Radio Feud

Decides Newspapers and Broadcasters Are Allied; Press-Radio Bureau Continued at ANPA Session

A FRIENDLY and cooperative attitude toward radio, with hardly a word raised against the "broadcasting menace" that aroused such serious antagonisms and bitter debates in previous sessions, was manifested at the 50th annual convention of the American Newspaper Publishers Association in New York City, April 21-24. Even the report of the association's radio committee, adopted unanimously and practically without discussion, while reasserting belief in the supremacy and superiority of the press because it does not operate under federal license, carried few paragraphs that could be interpreted as censure of broadcasting as a news and advertising medium.

The spirit of the publishers' convention, so far as radio was concerned, was epitomized in one significant statement in the report of the ANPA radio committee, which said: "The functions of the newspaper and of radio are so closely allied that the future welfare of this country may depend upon the continuance of both of these media as free institutions."

Bureau Continued

THE ONLY formal action respecting radio taken by the convention was the adoption of the committee's proposed resolution "that the Press-Radio Bureau be continued for another year and that the Associated Press, the United Press, and the International News Service be requested to cooperate with the Bureau during that period, so that its news reports may be made available to all radio broadcast stations desiring to use them."

This simply means that NBC, CBS and individual stations that desire them will continue to secure news flashes and bulletins on occurrences of transcendental importance, which may not be sponsored by advertisers, from the central news bureau established three years ago under a cooperative arrangement whereby the full reports of the AP, UP and INS are digested for radio purposes and furnished at a nominal cost. It has no bearing whatever on the sale of news reports to radio stations by UP and INS for sponsorship.

There was only a short passage in the report which might be interpreted as criticism of UP and INS for entering the field of radio, as they did about a year ago, but neither of these press associations has indicated any intention of forsaking this field in which they now serve more than 100 stations, many of them newspaper owned, which permit the news to be sponsored.

"Your committee," said the report, "consistently has opposed the use of press associations news when comingled with advertising or connected with an advertising program. The committee believes an important principle, vital to the newspapers, the radio stations and most of all to the general public is involved in this issue. The sale of news to any broadcasting station or to any advertiser for sponsorship over the air is just as unsound as if the newspapers sold news to their advertisers, and then permitted them to comingle this news in their advertising copy."

This statement, of course, was based on the erroneous assumption that the advertising sponsors of UP and INS news broadcasts have control over the news copy, which is specifically forbidden under the contracts of these press associations with the stations.

No Monopoly on News

THAT the sponsorship of news is here to stay, like the American system of radio itself, is generally accepted back of the scenes in the newspaper world and newspaper stations themselves are among the leaders in this field of commercial radio activity. Moreover, while the subject was not brought up formally at the convention, the strong position of Transradio Press, formed as a radio news-gathering organization at the height of the press fight against radio, is generally recognized as proving that the American press has no monopoly on news-gathering facilities and that radio can wrest itself free of press sources of news overnight if necessary.

The radio committee report labeled as baseless the charges "that the newspapers are warring against radio" and, while discoursing at length upon radio's physical limitations and the potential danger of dictatorial governmental control over radio's output, it again and again asserted the press' friendship toward radio—a new attitude undoubtedly growing out of the fact that about one-fourth of the radio stations in the United States are now newspaper owned in whole or part; that more than 50 other newspapers are current applicants for new stations or the purchase of stations and that both newspapers and radio are enjoying a definite rise from the depression.

Even in the matter of advertising competition, the ANPA committee asserted its friendship. Said the report: "Competition between the newspapers and the radio stations for the advertiser's dollar should not be objectionable because publishers have never denied the right of fair competition on the part of any other advertising medium."

The fears of governmental control over radio and the insistence upon keeping it as free as the press are factors in the radio situation that concerned the broadcasters even more than the publishers. The ANPA committee took occasion to point out that control of radio in some European countries has been followed by the suppression of the press and the destruction of the newspapers, citing Germany as an example and pointing out how Germany and other countries are broadcasting propaganda daily into the United States under the guise of news.

Vigilance was urged, and it was significant that the ANPA convention as a whole went on record as censuring the FCC along with the Black lobby committee of the Senate for their "wire seizure" activities.

E. H. Harris, publisher of the *Richmond* (Ind.) *Palladium-Item*, was chairman of the radio committee. Four of its other ten members are connected with newspapers that own radio stations and one of them is a current applicant before the FCC for a radio franchise. The committee comprised Howard M. Booth, *Worcester Telegram & Gazette*, owner of WTAG; Amon G. Carter, *Fort Worth Star-Telegram*, owner of WBAP; J. R. Knowland, *Oakland Tribune*, owner of KLX; H. Ponting, *Detroit News*, owner of WWJ; O. S. Warden, *Great Falls* (Mont.) *Tribune-Leader*, applicant for a new station in Great Falls; Norman Chandler, *Los Angeles Times*; E. D. Corson, *Lockport* (N. Y.) *Union-Sun & Journal*; K. A. Engel, *Little Rock* (Ark.) *Democrat*; E. S. Friendly, *New York Sun*; J. G. Stahlman, *Nashville Banner*.

Political Broadcasts

CONSIDERATION of their report aroused no discussion at the April 23 session, but in earlier sessions of the convention at large the subject of radio came up. J. S. Gray, of the *Monroe* (Mich.) *News*, which does not own a radio station, asserted that political broad-

(*Continued on page 57*)

Text of ANPA Radio Committee Report . . . . .

THE DESIRE of the broadcasters to keep pace with public demands and the refinements which have been made in the mechanics of radio have resulted in constantly changing conditions that affect press-radio relations.

The permanence of radio broadcasting has not been questioned since it came into general use, but its ultimate function is still undetermined and its permanent place in the social and economic structure of the world is something which future experimentation must finally decide.

Your radio committee consequently is navigating uncharted seas in continuing its attempts to work out a cooperative plan between the press and radio which would be in the public interest.

A correct diagnosis in any case must be based upon a frank presentation of the facts. Your committee, therefore, presents the following for the consideration of the Convention.

In the final analysis radio is nothing more nor less than a mechanical device for the elimination of distance through which sound may be transmitted. But this particular mechanical device is itself an agency which influences our social and economic structure.

Alleged Weaknesses

THE operation of broadcast stations is in the nature of a monopoly of the air controlled by private capital under government domination. Its monopolistic feature, however, is its greatest weakness, for the following reasons:

First: Broadcast stations must always be licensed by the government.

Second: They can operate only on a very limited number of radio channels. Each station, in so far as it is concerned, has a monopoly of the air in its service area on its particular channel. This opens the door for control as to who shall speak and in some cases what shall be said.

Some groups affiliated with the radio industry and some connected with the government have gone so far as to state that radio broadcasting and its affiliates, facsimile printing and television, eventually will supplant the newspapers.

The fallacy of these statements is apparent at a glance.

With the ratification of the first amendment to our constitution, the press was freed not only of licensing but of any governmental control whatever.

Journalism could not exist if it were subject to a government license. Radio broadcasting, facsimile printing, and television by their nature must always be under government license.

Attempts of radio to function in the field of journalism must fail because a government license destroys the freedom on which any journalistic endeavor rests.

If radio broadcasting, facsimile printing, and television ever jeopardize the functions of the press, they will do so only when these facilities are used for propaganda purposes to retard the work of the press, and the press by a lack of vigilance has aided in its own destruction.

The control of debate, the utilization of radio for government propaganda, and censorship of news over the air are possibilities in radio, even probabilities. They are unthinkable as to the press.

We cannot ignore the fact that steps have already been taken in the direction of such control, propaganda and censorship.

The efforts of your committee to keep the presentation of news over the air free from censorship and to protect the property rights of newspapers in the news which they have gathered have led to misunderstandings and also to false charges that the newspapers are warring against radio. There is no basis in fact for these charges.

Your committee continues to believe that the press and the radio should cooperate in the public interest and for the benefit of the country as a whole, but we must not overlook the fact that the newspapers and the press associations should have their property rights in their news properly protected not alone for the press, but for the public good.

In some respects radio and the press see eye to eye, while in others, there is a divergence of opinion. These points of agreement and disagreement should be laid before publishers for observation in order to obtain answers to the questions which are uppermost in the minds of the publishers.

Some publishers and some broadcasters have differences of opinion as to what constitutes cooperation and how far one side must go to meet the other. Most of these differences of opinion have been due to misunderstandings which may be accounted for by the fact that broadcasting is still in its infancy, while the newspapers have a background of experience and experimentation covering several centuries.

Points of Conflict

LET us examine some of the conflicting points between the press and radio.

From time to time the newspapers have raised objections to furnishing the broadcasters with the free use of their columns for the publication of radio promotional matter. Many publishers now have come to the conclusion that there is sufficient news interest in radio programs to justify the giving of a reasonable amount of

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XUM

Analysis of New NAB Copyright Plan Looking to "Per Piece"

THE copyright problem, for the broadcaster, looms larger than ever before. At its meeting in Chicago April 27 the NAB board of directors adopted a new plan looking toward its solution. Because of the need for clear understanding, BROADCASTING *asked Philip G. Loucks, Washington attorney and former NAB managing director, to analyze the scope and purpose of the plan, of which he is the chief author.*

By PHILIP G. LOUCKS

Mr. Loucks

BROADCASTERS must find their own solution to the music copyright problem.

Legislation, litigation and negotiation have produced no results up to the present time. Efforts in these directions should not be abandoned, but neither should they be relied upon to the exclusion of self-help.

During a period of ten years of controversy, broadcasters have at different times supported and opposed changes in our antiquated copyright laws; have sought relief in the courts; and have engaged in extended negotiations with groups of copyright proprietors. Yet today there is not in existence a single licensing agreement which holds any promise for a permanent solution of this important problem. The difficulty has been that broadcasters have depended entirely too much upon Congress, the courts, or upon the benevolence of organized copyright groups; and have not depended enough upon themselves. If one lesson has been learned from ten years of controversy, it is that a solution to the copyright problem must be developed by the broadcasters themselves. Reliance upon legislation, litigation, and negotiation should be secondary to self-help.

Per Piece Payment

A GENERAL plan for solution has not been lacking. For several years the broadcasters have consistently advocated a "per piece", "per use" or "measured service" basis for the payment of royalties to copyright proprietors. The plan has been praised and condemned; but not understood.

Space will not permit a detailed recitation of the reasons underlying the broadcasters' difficulties in effecting a solution. It is enough to say that many of these difficulties resulted from conditions which existed in the music trade long before the advent of broadcasting. Others resulted from the indifference of broadcasters toward proper practices in utilizing copyrighted music. Disagreements which grew out of past negotiations resulted principally from the fact that certain conditions, not of the broadcasters' own making, had to be accepted notwithstanding their fundamental unsoundness.

For example, broadcasters are interested in the creator or originator of musical works. They are willing to pay generously for his efforts. Yet in all negotiations they have been required to satisfy both composers and publishers, despite the fact that publishers are users of musical works in very much the same sense as broadcasters. While broadcasters concern themselves with the well-being of authors and composers there is no reason why they should concern themselves with the profits or losses of publishers.

Whether the broadcasters pay too much or too little for the use of copyrighted music, nobody knows. And as long as the present situation subsists, nobody can possibly find out. The problem, therefore, is not primarily one of dollars and cents, but rather a matter of method.

Today the broadcasters pay for accessibility to nearly all of the music in the world, copyrighted and non-copyrighted alike. It requires but a moment's reflection to ascertain the unsoundness of this condition. There are millions of compositions now in existence. Many more millions will be written in the future. But of the millions of musical works in existence, less than 800,000 are currently copyrighted in the United States. And of this number, about 35,000 may be termed "active", that is, in ordinary day-to-day use.

Now the average broadcasting station operating full time will perform about 75,000 separate musical works in a year. If the same composition is performed once a week for 52 weeks, a library of 1,500 different compositions would supply the needs of a broadcast station. But some numbers are performed more frequently and others less frequently and such a library would not be considered adequate for any station. However, it should tend to show that no station needs all of the music in the world.

Custom in the music industry has resulted in confusion over performing rights. For example, a publisher might have the right of publication and the composer, by private contract, might have reserved the performing right to himself. This confusion has rendered the broadcasters' problem more complex and explains, perhaps, why copyright owners, in the past, have been reluctant to furnish catalogs of their compositions and warrant their title therein.

Long-range Viewpoint

ANY solution to the broadcasters' problem will not be accomplished in a day. Rather the industry should adopt a long-range plan, carrying into execution one step at a time, each in its logical order, and leading to an agreed objective. The objective should be just compensation to copyright owners and fair payment by broadcasters.

Such a long-range plan may be divided into three parts, each more or less independent of the other, yet when finally achieved will accomplish the objective sought. These parts are as follows:

1. Making available to broadcasters a complete and accurate catalog or index of "active" musical compositions.
2. Creation of a standard library of musical compositions, taken for the most part from the public domain of music.
3. Establishment of a system for making available to the industry copyrighted musical works on a "measured service" basis.

The first part of the proposed plan is indispensable to any form of solution of the copyright problems. Until broadcasters equip themselves with the facilities for checking each and every composition performed, and establish the practice of entering such performances upon their program logs, the problem will not only continue but will become progressively worse. It is impossible to do this at the present time because an authentic catalog is not available. It is understood, however, that the American Society of Composers, Authors and Publishers has agreed to make available to the broadcasters its catalog of "active" musical compositions and each broadcaster should avail himself of this offer. If the index is obtained from this source, then it will be unnecessary for the industry to make its own survey and prepare its own index. But every station must eventually possess this type of equipment and must adopt the practice of checking and listing compositions performed. This is the heart of any constructive solution, and until this step is taken broadcasters necessarily will be at the mercy of all copyright groups now in existence as well as those to be formed in the future. Sooner or later, broadcasters must be in a position to know what compositions they have a right to perform under the licenses they hold, instead of being put to the expensive, if not impossible task, of trying to ascertain which compositions are not "covered" by their licenses. Stations large and small, today or tomorrow, must acquire such an index or catalog and adopt the practice of logging all compositions.

Public Domain Music

THE second part of the plan is comparably simple. This step embraces the segregation of music in the public domain from copyrighted music. Such music should be indexed in the general catalog and the listing should give information as to whether or not such compositions have been electrically transcribed or phonographically recorded. The cards likewise should give information of copyrighted arrangements of such compositions.

It is contemplated, of course, under the first part of the program, that the card catalogs shall be kept up to date from a central source and it is also contemplated that the standard library shall be

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ASCAP Assisting Stations in Defense Of Warner Suits Totaling $4,000,000

AS WARNER BROS. publishing houses unloaded another batch of 37 suits for alleged infringements against broadcasting stations to swell the total to 180 asking $4,000,000 or thereabouts in damages, it became known that ASCAP actively is assisting stations in defending themselves against these suits.

Thus far, it was learned, in no less than 150 cases of Warner infringement actions, ASCAP counsel have drawn the answers to the bills of complaint for filing by local counsel representing the stations. While there has been no formal notice from ASCAP that it will indemnify all stations sued by Warners which hold ASCAP licenses it has not yet failed to comply with requests from defendant stations for assistance in their legal defense.

Only in the case of the nation-wide networks and some 55 stations which signed five-year renewals with ASCAP prior to last June had ASCAP guaranteed to indemnify them on infringement actions which might have been taken covering its catalogs when Warner Bros. publishing houses were ASCAP members. Afterward, ASCAP appended to its contracts the now famous "rider" in which it did not guarantee against any substantial diminution of its catalog, having at that time anticipated the withdrawal of the Warner houses.

Despite this, it is now reported, ASCAP not only has prepared answers through the office of Nathan Burkan, its general counsel, but also is planning actually to defend the suits for stations holding its contracts. CBS and NBC both have notified affiliated stations, according to word now received, that they should submit to ASCAP any suits filed by Warner houses for alleged infringement, so ASCAP may prepare the answers based on information it has at hand.

In most cases ASCAP is challenging Warner claims of infringement on the ground that it is authorized, through contracts with authors and composers, to license the same numbers to which Warner claims performance rights.

The issue about ASCAP defense of Warner suits developed with the filing by KGIR, Butte, Mont., of its answer to the Warner complaint alleging infringement of the number *Put on Your Old Grey Bonnet*. KGIR filed its answer through local counsel, assisted by Kenneth C. Davis, of Seattle, managing director of the Washington State Broadcasters Association, and Post, Russell, Davis & Paine, of Spokane.

In the answer claim was made that the writers of the number vested the small performing rights in ASCAP, and not in the Remick Music Corp., Warner publishing house. Moreover, it was brought out that the number was originated by NBC, of which KGIR is an affiliate, and that it had no control over broadcasting of the

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NAB Board Votes Copyright Bureau Plan

By SOL TAISHOFF

Favors "Measured Service" Method With Index of Music And Creation of Library of Public Domain Selections

A BROAD plan to create within the NAB a "Bureau of Copyrights", designed to rid the broadcasting industry of its dependence upon ASCAP and other groups of copyright owners by setting up a "measured service" method of compensation to copyright owners, was approved April 27 by the NAB board of directors at a special meeting in Chicago.

The board authorized James W. Baldwin, NAB managing director, to engage a director for the bureau and otherwise proceed toward fulfillment of his plan. Financing of this ambitious project, which might be the forerunner of a separate corporation to handle copyrighted works for radio, is being left for the consideration of the NAB convention to be held at the Stevens Hotel, Chicago, July 6-8.

The report was adopted with only one dissenting vote—that of Isaac D. Levy, WCAU, Philadelphia, and NAB Treasurer.

Creation of the copyright bureau was part of a three-point plan submitted to the board by Mr. Baldwin in compliance with a recommendation adopted Feb. 3 at the last board meeting in Chicago. The entire report was approved by the board. Aside from the plan for the bureau of copyrights, which Mr. Baldwin advanced as his own proposal, other phases of the report adopted by the board are comprehensively analyzed on this page in the article appearing written by Philip G. Loucks, former NAB managing director, and principal collaborator with Mr. Baldwin in drafting the proposal.

Three-point Program

THE PRINCIPAL functions of the bureau, as outlined by Mr. Baldwin, would be as follows:

1. Make available to broadcasters a complete and accurate catalog or index of active musical compositions.
2. Create a standard library of musical compositions, taken, for the most part, from the public domain of music.
3. Establish a system for making available to the industry copyrighted musical works on a measured service basis.

On the first phase of this plan—making available the catalog of active musical compositions — Mr. Baldwin brought out that E. C. Mills, ASCAP general manager, had extended to NAB an invitation to copy ASCAP records and that the invitation had been accepted. He said that, based on network key station records for 1934 and 1935, an index of approximately 25,000 active musical selections will be made available and furnish "the most important groundwork for the establishment of a per piece or measured service system." Mr. Baldwin added:

"A continuing service will be supplied by the NAB which will keep such records up-to-date and provide for a gradual enlargement of the index. The ASCAP invitation imposes two conditions: (1) The NAB will be required to make copies of such index available to any broadcaster whether or not he is a member, and (2) it is to be definitely understood that under no circumstances does the ASCAP warrant or guarantee to others that the information contained in the index is correct.

On the standard library point, Mr. Baldwin said that an investigation made since the last board meeting leads to the conclusion that the NAB can provide one from musical compositions for the most part from the public domain. Declaring there is music of excellent quality available, he said it can be supplied through the medium of electrical transcriptions of high quality and at a cost which any station can afford.

The Baldwin report comes after the most hectic copyright period in the NAB's history, which began at the turn of this year when Warner Bros. publishing houses withdrew from ASCAP because of differences over its "cut" from ASCAP revenues, and when ASCAP forced stations to accept five-year extensions of present contracts for its catalog, minus the Warner repetory.

This situation, coupled with other offshoots of the copyright controversy, has caused a schism within the industry in which the major networks for the most part are pitted against a large group of independently owned stations. Mr. Baldwin has been the target of the network fire. This whole controversy is slated for airing at the NAB convention. Mr. Levy served notice he would take the rostrum.

The recommendation adopted by the board at its February meeting recognized the need for immediate establishment of a "corporation having substantially the same purposes and powers as the Radio Program Foundation." Mr. Baldwin, however, in his report, concluded that the bureau within the NAB, at the outset at least, could accomplish the same results. The Radio Program Foundation, formed in 1932, foundered last year after a shaky start, because of lack of industry support.

"Further study and investigation," said Mr. Baldwin, "has convinced me that the primary purposes and objectives outlined in this report can be accomplished successfully by a properly manned bureau of copyrights in the NAB. If such a bureau is created no legal formalities will be required. The formation of a new corporation, of course, will require compliance with certain legal formalities. The important factor here is the achievement of results and I am now of the opinion that in the beginning, at least, the NAB, without the aid of a separate corporation, can accomplish much in respect of the three principal points of the plan."

Bureau Director Sought

ASKING that adequate provision be made for employment of competent personnel to carry the plan into successful operation, Mr. Baldwin received the board's approval to retain a director of the bureau. This man, Mr. Baldwin said, should be "of high academic training in music who has had extensive practical experience in the field of copyrights and their use in building radio programs." While Mr. Baldwin has already interviewed several individuals, in anticipation of favorable board action, he has not yet decided upon the man to fill the post.

As to financing of the project, Mr. Baldwin's report said:

"It must be recognized at the outset that the plan can succeed only if it is adequately financed. In the beginning it will be necessary only to provide funds for the employment of a director of the bureau of copyrights and his staff; and necessary office space and equipment. But prosecution of the entire plan will require substantial expenditures and ways and means should be provided so that the NAB's income will be sufficient to meet them. This is a matter that must be passed upon by the membership."

In his conclusion Mr. Baldwin said the plan was far from perfect and undoubtedly would need extensive revision and amplification in actual administration. "But," he added, "it is proposed as a framework upon which I believe a constructive solution to the industry's copyright problem can be found. It is my opinion that if adopted it will receive wholehearted cooperation from both member and nonmember stations. I am confident that with adequate financial support the plan will succeed. While progress will be slow, I believe that it will materially improve the quality of radio programs. I believe it will result in a new and more equitable formula for the payment for use of copyrighted music whereby authors and composers may be rewarded generously for their creative ability. And I believe that authors and composers ultimately will be encouraged to write music primarily for radio presentation."

Infringement Dangers

IN HIS LETTER of transmittal Mr. Baldwin acknowledged assistance he received in preparation of the report from Mr. Loucks, Walter J. Damm, of Milwauke, and Louis G. Caldwell, Washington attorney. He recounted the fact that broadcasters have waged a copyright fight for the last decade; that existing licensing agreements offer no promise for solution; that the industry has never measured actual musical needs; that music publishing industry custom has confused copyright ownership; that use (measured service) should determine the basis of compensation to the copyright owner; that the performing right responsibility should be at the program originating point, notably in the case of networks, and that payment of copyright royalties presents a serious policy question.

Apropos of per-piece, the report brought out that as a condition precedent to the institution of any measured service plan, each station should have a complete catalog of the works it is licensed to perform and keep accurate entries on program logs at all times. Broadcasters, it added, "should have a right to know what they have a right to perform under their licenses. They should not be put to the expensive and almost impossible task of trying to ascertain what they have no right to perform. In no other way can the constant danger of infringement, with its unfairness to both the broadcaster and the copyright owner be avoided."

Taking into account the network factor, the report said that where a program is originated at a single point for broadcasting over a group of stations, "performing rights, with respect to all stations accepting the program, should be

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Copyright At a Glance

1. A comprehensive plan for establishment of a "Bureau of Copyrights" within the NAB was approved by the NAB board of directors at its meeting in Chicago April 27 upon recommendation of Managing Director James W. Baldwin. A director of the bureau will be retained.

2. ASCAP is actively assisting stations sued by Warner Bros. publishing houses for alleged infringements, in answering such suits and handling defense.

3. House Patents Committee appoints subcommittee to consider Duffy Copyright Bill and other copyright measures pending before it, with only slim hope of legislation sought by broadcasters at this session.

4. Warner Bros. publishing houses, still sullenly silent on results of venture into music licensing field, unloaded another batch of suits against stations, bringing total to 180 and damages sought for alleged infringement to some $4,000,000.

5. E. C. Mills, ASCAP general manager, in Pacific Northwest on Washington State court action appointing receiver for ASCAP on ground of being guilty of price-fixing, conspiracy and monopoly. It is reported that after having been detained by Washington state authorities because of this court action, he was released and took up headquarters in Portland, Ore.

6. KGIR, Butte, Mont., first to answer Warner infringement suit independently, with plea for dismissal on grounds that ASCAP holds title to particular composition, that network originated composition in question, and that Warner and ASCAP titles both are clouded by Washington State decision appointing receiver for ASCAP.

Political Fervor at High Heat As NAB Sets Convention Date

Copyright Pool Among Topics at July 6-8 Sessions; Crosley Group Suggests Aylesworth as "Czar"

WITH the three-day period from July 6 to 8 finally designated for the 14th annual convention of the NAB at Chicago, unusual political fervor is spreading through the broadcasting industry over events likely to transpire at the convention sessions. Headquarters will be at the Stevens Hotel.

Greatest interest, of course, centers around copyright, which seems destined to be the all-consuming topic. Involved with this also is the future status of James W. Baldwin, who has been navigating in hot water practically since he became managing director less than a year ago, all due to the copyright controversy. Mr. Baldwin's term expires with the adjournment of the convention July 8 and it will be up to the new board of directors, to be elected at the convention, to make the appointment to this executive post.

Ensnarled also in copyright is the position of the major networks and their relationship to the NAB. Both NBC and CBS openly have been at loggerheads with Mr. Baldwin because of the anti-network stand he has taken throughout the copyright negotiations. Due to this development, however, a group of important independent stations have indicated they will unflinchingly support Mr. Baldwin.

Copyright Pool Plan

ONLY a few weeks ago, spokesmen for the networks said they would be disposed to withdraw from the NAB if Mr. Baldwin were to remain in executive charge. They contended then that he had acquitted himself in a way which indicated he was "temperamentally unfit" for the post. In recent weeks, however, their has been no reiteration of this view and while feeling still exists, it apparently has been tempered considerably.

The convention will have before it the plan presented to the NAB board at its meeting in Chicago on April 27 proposing creation of an independently-owned music copyright pool. But the copyright discussion unquestionably will be heated on such matters as the Warner Bros. withdrawal from ASCAP as of Jan. 1, 1936, and the whys and wherefores of industry support of the Duffy Bill, now pending before the House Patents Committee, and which, if enacted, would greatly restrict the allegedly extortionate activities of ASCAP and associated music pools.

It is not so certain there will be a clear line of distinction between networks and independent stations on the copyright issue and the related personnel question. Network spokesmen say that no few stations feel they have conducted themselves in a businesslike way in their handling of the copyright crisis, but believe that Mr. Baldwin exceeded the bounds of good judgment and proper ethics in his actions.

The general feeling among independents, likely to be reflected on the floor, is that the networks, in looking after their own interests, did not take into consideration the plight of their own affiliated stations and, by signing renewals for five years, forced the independents to shoulder the burden of copyright expense also precluding possibility of working out an equitable per piece basis for at least the duration of the five-year contracts which ASCAP forced stations to sign.

A potent force at the convention may develop in the Associated Independent Radio Stations, important groups of stations formed a month ago through the efforts of Powel Crosley, president of Crosley Radio Corp., operating WLW. While not a working organization, some 150 leading stations have been invited to membership, essentially to find a solution to the copyright problem. Sol A. Rosenblatt, former NRA division administrator for the amusement industries, including broadcasting, and before that an attorney in the law office of Nathan Burkan, ASCAP general counsel, has been retained by AIRS to recommend a legislative plan looking toward solution of the problem by writing into the law a per piece basis.

It is now learned that at the initial meeting of the Crosley group, held in Cincinnati on March 26 there was discussion of the possibility of securing a "czar" for the industry, perhaps to be hired eventually by the AIRS group. Mentioned as a possible choice, if he would accept, was Merlin H. Aylesworth, vice chairman of NBC and chairman of R-K-O. He is generally regarded as a public relations genius and is highly respected in industry ranks.

The "czar" talk is a revival of the conversation heard four years ago, in connection with the NAB. At that time Newton D. Baker, former Secretary of War, was mentioned as a possible selection along with several other figures in public life. The whole plan, however, fell of its own weight.

Membership in AIRS

IN HIS letter of invitation to stations in connection with AIRS, Mr. Crosley said a great many inquiries had been received from stations wanting to know if they were eligible to joint the organization. "This organization," he said, "will welcome the moral and financial support of any independently owned broadcasting station that feels the need for such activity as undertaken by AIRS, and would like to be a part of such movement.

"While the Executive Committee will work out tentative plans toward the further organization of the group, in order to accomplish its purpose, it is understood that no major step will be taken without first submitting it to the entire group for approval. Each station member shall have the right to resign from the group at any time it may desire to do so. As the primary objective of the group is to bring about an equitable and predetermined basis of payment for performing rights on musical composition, it has been suggested that, in order to finance the work, all stations belonging to the organization contribute 10% of the amount they now pay for copyright license, such payments to be made monthly."

AIRS, Mr. Crosley added, is not organized "to conflict with any existing organization, neither is it antagonistic toward any group. Its membership is restricted to those independent stations who are sincere in their desire to serve the public interest, convenience and necessity, as required by their licenses; and to combat all forms of inequitable exploitation."

The executive committee of AIRS, in addition to Chairman Crosley, comprises Walter J. Damm, WTMJ; James Hanrahan, Scripps - Howard stations; John Shepard 3d, Yankee Network; Edwin W. Craig, WSM; Edward A. Allen, WLVA, and president of National Independent Broadcasters, and John L. Clark, WLW-WSAI, serving as secretary-treasurer.

The part AIRS will play at the NAB convention will depend largely upon the turn of events. It will vigorously oppose any "network domination" of the NAB, it is reported. Another AIRS meeting was scheduled in Cincinnati May 1.

Mistakes and Eats

ANNOUNCERS of KIRO, Seattle, have started a "feed fund", with members of the speaking crew paying ten cents into the fund each time they are caught in a microphone mistake. The announcer making the most mistakes will sit on a busy Seattle street corner for an hour wearing a dunce cap.

AFFILIATED NETWORK GETS UNDER WAY

AN ABC STUDIO—Here is Studio A of Affiliated Broadcasting Co., 42 floors above Chicago's loop in the Civic Opera Bldg. It is decorated in colorful Egyptian motif. An adjoining spectator's room seats 50 persons.

WITHOUT any ballyhoo or high-powered ceremonies, Samuel Insull's new network, the Affiliated Broadcasting Co., with headquarters and studios in Chicago, went on the air Saturday, April 18, feeding programs to a list of 20 stations in four states. The outstanding feature of introducing this new chain was the collaboration of Rufus C. Dawes, president of the Museum of Science and Industry, and Dr. Philip Fox, director of Adler Planetarium, Chicago, who opened the Century of Progress Exposition, in 1933. They joined hands again in opening this new radio institution.

The ABC just smoothly slid on the air with its regular schedule of 15½ hours a day, seven days a week, with no ceremonies or speeches. Mr. Insull didn't say a word, nor did any politicians.

Mr. Insull is president of the ABC; Ota Gygi, vice president in charge of operations; E. J. Knight, secretary and treasurer; George Roesler, national sales manager; and R. Bruce Robertson, publicity director.

Neal Gordon Keehn, formerly assistant manager and program director of WCLO, Janesville, Wis., has joined the headquarters staff of ABC in Chicago. David F. Crosier, for six years radio director of Pedlar & Ryan Inc., New York, has joined the ABC New York sales staff. John O'Hara has been appointed sports announcer.

Following is the list of stations so far included in the ABC network:

WIND, Gary, Ind.

Wisconsin Group: KFIZ, Fond du Lac; WHBY, Green Bay; WCLO, Janesville; WKBH, La Crosse; WOMT, Manitowoc; WRJN, Racine; WHBL, Sheboygan; WKBB, Dubuque; WDGY, Minneapolis-St. Paul.

Illinois Group: WJBL, Decatur; WCLS, Joliet; WHBF, Rock Island; WTAX, Springfield; WIL, St. Louis.

Indiana Group: WTRC, Elkhart; WEOA, Evansville; WWAE, Hammond; WLBC, Muncie; WBOW, Terre Haute.

Sno-Flake Series

SNO - FLAKE PRODUCTS Co. (shoe cleaner) is using daily programs over seven stations for 13 weeks, promoting its product, a white shoe cleaner sold nationally in 5-and-10 cent stores. The programs are of varied nature. Stations used are: WJR, Detroit, WGAR, Cleveland, WFIL, Philadelphia, KMOX, St. Louis, WMCA, New York, WNAC, Boston, WIND, Gary. Charles A. Mason Adv. Agency, Detroit, handles the account.

Morris Plan Bank Keeps in the Public Ear

By LESLIE E. EDMONDS
President, Morris Plan Co. of Kansas, Wichita

Kansas Financial House Watches Its Business Increase As Radio Campaign Keeps It in Touch With the Family

MR. EDMONDS

SO WELL does Mr. Edmonds like the results Morris Plan has obtained from radio in Kansas that he believes an enterprising advertising agency might bring together the scattered, independent Morris Plan units all over the country for a nationwide program. Here is his story of the success one Morris Plan company is enjoying as a result of its broadcasting campaign.

EVEN after two years, Morris Plan in Kansas is not prepared to say how much radio advertising means to it. It IS ready to state that since it began the series of daily announcements over KFH, Wichita, two years ago, its volume has been more than quadrupled in the sale of its savings certificates and doubled in its year-to-repay loans—and its principal competitor has taken up radio advertising, too!

Morris Plan, with its system of savings and loans, does not furnish a daily appeal to everybody. Men, women and children listening to the radio use toothpaste (twice a day, isn't it?), coffee (it's dated, isn't it?), soup (it's delightful, isn't it?) but the average prospective borrower wants a loan only once a year.

In the Public Ear

ADVERTISING loans by radio is done one way by one company and a different way by almost every other company. No one is quite agreed on the proper method of advertising loan service. Morris Plan in Kansas believes, however, that it is in the same position as the car manufacturer (watch 'em go by); the insurance salesman (whether of life or casualty); the building contractor. Almost every one eventually buys a car. Almost every one has insurance. Almost every one wants to buy a home or to repair the one he has—and almost every one wants a loan.

That's why it seems necessary to Morris Plan in Kansas to keep constantly before the public it serves—it is fortunate that the territory well served by KFH is the very territory that Morris Plan wants to serve—that it is ready for that once-a-year demand whenever the prospective borrower is in need. That's what these daily announcements are doing.

It is difficult to compute just how much of Morris Plan's increased business has come from radio advertising but I am confident that radio has had so much to do with a quadrupled savings account and a doubled loan volume that Morris Plan is putting one-third of its advertising appropriation into radio.

They Heard the Program

SINCE this article is written from the standpoint of Morris Plan and its belief in radio, it should be written frankly. For that reason I think it necessary to say that Morris Plan tried first a 15-minute feature program once a week; but even by keying it and plugging gifts of free book-banks, there was little response. For two years now, however, without effort or offer, there has been an increasing number of prospective customers who say "I heard about Morris Plan over the radio".

That doesn't necessarily mean that such customers haven't read of Morris Plan in the newspaper, in the trade magazine, in the various other printed media and has only been reminded of it by radio. It DOES mean that with the background of Morris Plan throughout his reading material he took the 50 to 60 word friendly invitation to call when he was in need of funds or wanted to save money. The customer gets that invitation every day. Perhaps it's the combination that counts.

He gets it in the evening, which is the best time for Morris Plan as I see it, because a Morris Plan loan or a Morris Plan savings account is a family matter (both the husband and wife must sign a Morris Plan note) and the family is apt to be together in the evening. I don't want the announcement made too early. Certainly it must not be made too late. In any event the time for making it must vary with the season. I prefer early evening announcements in the winter and later in the summer.

Morris Plan in Kansas cannot sponsor nationwide programs because of the prohibitive cost coupled with the lack of anything like a reasonable return from the venture. I don't need to say that if Morris Plan were to advocate a nationwide program, I would be one of the first to support it. It so happens, however, that Morris Plan organizations are separate, distinctive and independent and not until some advertising agency gets the group together will we have a national program. In the Southwest, however, every Morris Plan with which I am familiar is using its individual type of radio advertising. At a recent convention there were many expressions of confidence that it was a most important factor in the general effort to see that when once a year a man or woman wants a loan, he comes to Morris Plan.

KFH Personnel Convinced

THERE'S something to radio advertising besides furnishing the printed word for the announcement or the talent for the program. Morris Plan set out on its schedule of broadcasting with only one customer on the KFH staff. Writing the copy and reading the copy appears to have convinced the staff, as well as the listening public, and the Morris Plan loan of savings service is the one to have. In any event most of the staff of the station are with us in one or the other departments, loans or savings—and the staff record is as good as I believe it will say ours has been in the matter of our monthly payments for the service it renders us.

More than that when our programs were first on the air I thought that I detected a certain flatness, a certain monotony in the daily announcements. There were times indeed when I went to the station myself and read these announcements, trying to put into them the humanized effect I want when I listen to the radio, as I do a great deal. When these staff members became Morris Plan customers and friends, the quality of their announcing, so it seemed to me, improved to the point where I have not made a complaint for more than a year. I hear the announcements often myself and I ask that employes of the bank listen and express their varied reactions to the advertising of the service my employes try to render.

Fun From Eddie

SOMETHING else may have prejudiced me in connection with radio advertising. There have been two mentions on programs by Eddie Cantor, which, so far as I have been able to learn, came simply from his idea of a good joke and were not "bought and paid for". Once he said over our station—and by coincidence the Morris Plan announcement was made right after his program—that on the celebration of an anniversary in his stage work, he received a letter saying "We want to give you credit" (signed) "The Morris Plan". Recently, introducing Harry Richman, guest artist on his program, Mr. Cantor referred to "The Morris plan theme song — you know, 'Alone'."

For days after each of these bits of facetiousness, people stopped me on the street, people called me by phone, people mentioned to me in the bank and the papers printed squibs about the Cantor mention of Morris Plan.

No one will ever be able to evaluate with balance sheet accuracy any advertising medium, even if any one medium were used exclusively. If one used only the radio, only the press, only the advertising novelties, he couldn't be sure that "word-of-mouth", after all the best form of advertising when it originates in good will, did not have more to do with sales than the medium he was using. When he doubles, triples and multiplies his medium, he makes it difficult to allocate to any one of them its share in producing business.

Morris Plan in Kansas, however, must give radio credit for a large share of the better business it has enjoyed increasingly these last two years and if business is better in the future, radio will have credit in large part, at least, because I intend to continue, if not to increase, our appropriation for radio advertising.

SUN RAYS IN MICHIGAN AREA

Cereal Concern Uses Radio to Introduce Product and Is Rapidly Expanding Into New Territory

SUN RAY PRODUCTS Co., Grand Rapids (Selex cereal) on WOOD, that city, is sponsoring a series of twice-weekly quarter-hour competitive broadcasts staged by 13 high schools in the Grand Rapids area. The sponsor took over the series shortly after it had been started on a sustaining basis.

Sun Ray, using radio as its basic medium, has successfully introduced its product in Grand Rapids and has since expanded into Muskegon, Lansing and Kalamazoo with the aid of transcriptions. After a summer layoff, Sun Ray will resume radio and spread distribution into Flint, Bay City and Saginaw where it also will use radio.

Commercial copy is sent in advance to the schools in the WOOD series, each being solely responsible for its particular broadcast. Instructions sent to each school provide directions for rehearsals and pfogramming. An hour of rehearsal in the WOOD studios is allowed but the only help given by the studio staff is placement of talent before microphones.

Programs are judged on such points as literary merit, entertainment value, musical or dramatic quality. At the conclusion of the series the winning school will be awarded an RCA radio.

Utility Disc Drive Projected by AMP

"Phenomenon" Series Would Be Under Local Sponsorship

Mr. Malone

PLANS to launch a nationwide spot transcription campaign for local sponsorship by public utilities are under way as an outgrowth of the purchase of all broadcasting rights to the script titled *Phenomenon* by Associated Music Publishers Inc., New York transcription and music licensing firm.

M. E. Tompkins, vice president of AMP, stated April 28 that no definite arrangements had been made covering sponsorship, but that auditions would be held shortly and a sales campaign launched. Many stations, eager to arrange local sponsorship, he asserted, have beseiged AMP for sample transcriptions, and he asserted the probable course would be for local sponsorship by utilities which presumably would place the account through regular agency channels.

Phenomenon, a continuing series of dramatizations of the history of electrification, was first used successfully on KMBC, Kansas City, under local utility sponsorship. The author is Ted Malone, of Kansas City, but radio rights were held by Arthur B. Church, president and general manager of KMBC, who consummated the arrangement with AMP for use of the script nationally. Mr. Malone will handle production of the transcription series for AMP in collaboration with staff assistants, and has been in New York on this mission for some weeks.

Local Sponsorship

IT WAS emphasized that the North American Co., big public utility holding company and parent of AMP, would not itself sponsor *Phenomenon*. There is the possibility that an association of utility companies will foster the project for local sponsorship, although the course of individual local sponsorship seems the likely one.

Plans under consideration by AMP include production of a sufficient number of episodes to make possible placements of 15-minute programs three to five times a week. Assuming that the campaign will become nationwide and utilize some 350 or 400 stations, there might be involved purchase of time running between $1,000,000 and $1,500,000.

Crystallization of the campaign, it was indicated, probably will come within the next ten days as a result of the auditioning of the sample episode now in production before visiting utility executives.

More Bristol-Myers Spots

BRISTOL-MYERS Co., New York (Minit Rub) has started Bob Evans on WGAR, Cleveland, for ten-minute sport talks six nights a week, the latest addition to its spot campaign on WGN, WWJ and KWK. More stations are to be added, particularly in the East. Young & Rubicam Inc., New York, has the account.

CBS Billings Pass $2,000,000 Mark; Red Network Sets NBC Monthly Record

NETWORK radio hit the $2,000,000 mark in gross monthly billings for the first time during March, according to figures released April 22, with CBS attaining an all-time monthly record for any network amounting to $2,172,382. This was an increase of 18.7% over the same month last year as well as an increase over the previous network record, also held by CBS, which was $1,930,512 attained in October, 1935.

The CBS record also gave that network a record for the first quarter of 1936.

The NBC-Red network likewise went into new high ground in March, showing billings totaling $1,913,837, which is 6.1% ahead of the bookings for the same month of 1935 and also the largest month in the history of either the Red or Blue networks. The NBC-Blue network in March grossed $1,122,516, or a loss of 2.8% under the same month last year.

Combined NBC networks during the first quarter of this year totaled $8,423,468 against $8,678,664 during the first three months of 1935, a loss of 2.8%. The CBS total for the first quarter was $5,982,551, an increase of 13.9% over the same quarter last year which aggregated $5,252,963. In the CBS figures the Don Lee network is not included, while in the NBC figures the Pacific Coast bookings are included. Don Lee March billings through CBS were $29,466.

Mutual Broadcasting System also broke new ground for itself during March, reaching a record high of $173,118, and bringing its quarter to $382,902. These figures cover only the four basic outlets.

Networks' Gross Monthly Time Sales

NBC-WEAF (Red)

	1936	% Gain Over 1935	1935	1934	1933
January	$1,755,394	1.5	$1,729,137	$1,309,662	$1,031,373
February	1,691,524	4.4	1,620,977	1,215,998	908,531
March	1,913,837	6.1	1,802,741	1,374,910	1,028,935

CBS

January	$1,901,023	7	$1,768,949	$1,405,948	$941,465
February	1,909,146	15.4	1,654,461	1,387,823	884,977
March	2,172,382	18.7	1,829,553	1,524,904	1,016,102

NBC-WJZ (Blue)

January	$ 926,421	—15.3	$1,093,749	$988,503	$752,052
February	1,015,624	— 5.2	1,072,136	902,866	744,209
March	1,122,516	— 2.8	1,156,032	1,028,552	859,572

MBS

January	$157,720	...	.....	.....	.....
February	152,064	...	.....	.....	.....
March	173,118	...	.....	.....	.....

Railroad Study Okehed

AN ADVERTISING program, presumably embracing an institutional radio campaign, was approved "in principle" by the board of the Association of American Railroads on April 24 in Washington. The association had engaged Arthur Kudner Inc., New York Agency, to undertake a research study. The executive committee of the Association will give further study to the program, and before final approval, will submit it to some 150 member railroads.

McAleer Plans Spots

McALEER MFG. Co., Detroit (auto polish), planning a spot announcement campaign over a large number of stations, has named Holden, Graham & Clark Inc., Detroit, to direct its advertising. Lists have not yet been made up.

WNAC, Boston, on April 24 was granted authority by the FCC to increase its day power from 2,500 to 5,000 watts. It uses 1,000 watts at night.

Zimmerman Is Named By Group Seeking KTHS

Mr. Zimmerman

WITH plans under way to secure other stations, including the purchase or lease of KTHS, Hot Springs, the Col. Tom H. Barton interests of El Dorado, Ark. on April 18 engaged G. Edward Zimmerman, assistant manager of the NBC station relations department in New York, as vice president and general manager of a corporation being formed to handle all operations. Mr. Zimmerman in latter April was in Arkansas to start the new concern.

Col. Barton, one of Arkansas' most prominent citizens, is president of the Lion Oil Co., publisher of the *Arkansas Farmer* and owner of KARK, Little Rock, and KELD, El Dorado. Mr. Zimmerman is the former manager of KFRC, Houston, who left that post in May, 1934, to join NBC.

NAB Passes Up AFA

THE NAB Commercial Section will not hold its customary group meeting with the Advertising Federation of America when the latter organization meets in Boston June 28-July 2, it was disclosed April 24 by James W. Baldwin, NAB managing director. During the last three years the Commercial Section has held a departmental during the AFA conventions for discussion of problems of mutual interest to agencies, advertisers and broadcasters. The decision to forego the meeting was reached because of the proximity of the AFA meeting to the NAB annual convention, to be held in Chicago July 6-8.

Atlantic Beer in South

ATLANTIC OLD SOUTH BEER Co., Atlanta, on May 12 starts a series of amateur programs on WSM, Nashville, and WROL, Knoxville. Auditions are held at WROL Sunday evenings and the winner is sent to Nashville by plane to appear on the WSM-WROL program Tuesday nights. Rawson-Morrill Inc., Atlanta, is the agency.

NETWORK FIRST QUARTER REVENUES BY CLASSIFICATIONS

	Combined NBC Networks				CBS			
	3 Months—1936		3 Months—1935		3 Months—1936		3 Months—1935	
	Amount	% of total	Amount	% of total	Amount	% of total	Amount	% of total
Drug	$2,841,116	33.7	$3,214,472	37.2	$1,531,518	25.60	$1,632,410	31.08
Food	2,436,259	28.9	2,921,193	33.8	1,083,138	18.10	880,967	16.77
Petroleum	718,874	8.5	525,722	6.1	489,715	8.18	243,133	4.63
Automotive	627,739	7.5	420,439	4.9	734,597	12.28	748,487	14.25
Laundry Soaps	398,531	4.7	472,209	5.5	241,220	4.03	122,571	2.33
Tobacco	384,708	4.6	225,435	2.6	669,370	11.19	695,191	13.23
Miscellaneous	138,764	1.7	84,675	1.0	143,391	2.40	.....	.....
Radio	131,485	1.6	137,402	1.6	179,486	3.	145,496	2.77
Paints	127,016	1.5	3,328	---	34,640	.57	55,602	1.06
Building	109,887	1.3	69,206	.8	.....	.....	7,848	.15
Financial	102,886	1.2	164,527	1.9	.....	.....	.....	.....
Confectionery	94,644	1.1	135,410	1.6	419,060	7.	359,295	6.84
Clothing	67,648	.8	95,948	1.1	.....	.....	1,373	.03
Stationery	62,544	.7	.....	---	.....	.....	123,747	2.36
Office Equipment	55,856	.6	.....	---	256,300	4.28	52,719	1.
Schools	46,787	.6	3,467	---	.....	.....	.....	.....
Jewelry	31,220	.4	12,482	.1	.....	.....	.....	.....
Travel	19,332	.2	16,872	.2	.....	.....	1,470	.03
Machinery	19,065	.2	.....	---	36,990	.62	8,494	.16
House Furnishings	11,257	.1	52,234	.6	87,291	1.45	137,113	2.61
Wines, Beers	6,850	.1	78,477	.9	45,465	.80	.....	.....
Garden	.....	---	11,856	.1	.....	...	3,845	.07
Shoes	.....	---	.....	---	30,370	.50	33,202	.63
Sporting Goods	.....	---	.....	---	.....	.....	.....	.....
Total	$8,432,468	100.%	$8,645,354	100.%	$5,982,551	100.%	$5,252,963	100.%

Joint Board Finds Gain in Radio Sets

ANA-AAAA-NAB Committee Issues First Coverage Data And Decides to Issue Local Figures on Ownership

THREE out of every four families in the country possessed radio receiving sets as of Jan. 1, 1936, representing an increase of 6.6% over the distribution as it existed one year earlier.

That is the conclusion of the Joint Committee on Radio Research representing the Association of National Advertisers, National Association of Broadcasters and American Association of Advertising Agencies in its first formal announcement covering steps toward creation of a radio research bureau to audit station coverage data.

Only the bare estimated figure of radio families was made public by the committee. More significant, it decided to go full speed ahead on the radio research bureau plans and designated a subcommittee of five to probe for a man qualified to serve as secretary of the committee, and ostensibly to recommend a plan for auditing radio coverage and listening habits, devise means of financing it, and otherwise formulate plans to bring to fruition the project of making radio coverage data comparable with that in the printed media fields.

The committee placed at 22,869,000 the number of radio families as of Jan. 1, 1936, out of a total of 30,919,300 American homes. This compared to last year's estimate of 21,456,000.

In the statement of conclusions, it was stated also that approximately 4,400,000 sets were sold in the United States by radio manufacturers in 1935, exclusive of domestic sales of automobile radios, which totaled about 1,100,000 during the year.

Of the domestic sales in 1935, the statement said, 32.1% were made to families not previously owning sets. "This meant" said the statement, "an addition of approximately 1,413,000 new radio families during the year.

Local Data Sought

THE committee did not make public the breakdown by states. It concluded that the work of its subcommittee of five, which drafted the figures, should be continued. The subcommittee was re-formed, with L. H. D. Weld, research director of McCann-Erickson Inc., advertising agency, as chairman, and instructed to devise new figures covering state breakdowns, and also breakdowns by counties in each state.

The first report of the subcommittee was regarded as unacceptable to broadcasters because it did not contain the county breakdowns. Mr. Weld was instructed, it is understood, to produce these figures at the earliest possible date. A statement setting forth the manner in which the figure for the country as a whole was produced was made public simultaneously.

The committee action was taken April 22 in New York at a meeting attended by a dozen of the 15 members or their proxies. Most significant was the decision to drive forward with the research bureau plans by appointing the subcommittee to select a full-time secretary. The committee is working on funds pledged by NBC and CBS aggregating $30,000, two-thirds of which was promised by the former company because it has two networks.

Designated by John Benson, president of AAAA, and chairman of the Joint Committee to serve on the subcommittee to select the man for full time employment, were Paul A. West, president, ANA; Frederick C. Gamble, executive secretary, AAAA; Hugh K. Boice, CBS sales vice president; Roy C. Witmer, NBC sales vice president and James W. Baldwin, NAB managing director. This committee is to meet again May 5, it is reported.

In the formal statement issued April 28, Mr. Benson said the Joint Committee was organized to undertake radio research in the interests of advertisers, agencies and broadcasters. "The general policy of the Committee is to approach the many problems that confront it by successive steps," he asserted. "The first effort has been directed toward an estimate of the number and distribution of families owning radio sets on Jan. 1, 1936."

New Estimate Soon

HE BROUGHT out that a preliminary examination of this project indicated that to obtain a complete answer it would probably be necessary to make a very extensive field survey which would have meant delay and heavy expense. The Committee therefore decided, he added, that the interests of all parties concerned would be best served by making the best possible estimate based on existing figures and on additional data that could be gathered in a reasonable length of time. He said the Committee now is at work estimating the number of radio families by counties and these would be issued within a few weeks.

The method used in reaching the 1936 figure also was outlined by Mr. Benson. He explained that as a starting point the committee used an estimate of Jan. 1, 1935 which resulted from a nation-wide survey made by Daniel Starch and Staff for CBS. The figure of sets sold during 1935, he added, was obtained from the radio manufacturing industry, and the estimate on sets which went into new homes was based on returns from questionnaires sent to radio dealers. Of 10,000 letters and questionnaires sent, there were 1,343 usable replies which when applied to the total indicated that 32.1% of retailers' set sales were made to new radio families, or an estimate of 1,413,000 sets for 1935.

Under the heading "comments". Mr. Benson reviewed the CBS survey and pointed to possible errors and shortcomings inherent in such studies. He said, however, that the figures may be accepted as a reasonably approximate estimate of the number of radio families as of Jan. 1935. Families with sets out of order, he added, have not been deducted from the Committee's estimate of total radio families. The Columbia-Starch material for Jan. 1935, indicated that in as many as 10% of all the families visited, the radio sets were out of order. The percentage runs lower in cities and higher in small towns and farming territories. He added:

This would indicate that the net number of sets in use at any one time is less than the Committee's estimated total. On the other hand, improved economic conditions have probably reduced the number of disabled sets during 1935. And for any who feel that the Committee's estimate looks too high, the following facts should also be kept in mind: Slightly more than 10% of the radio families have two or more radio sets (according to the Columbia-Starch estimate for Jan. 1935). There are approximately 3,000,000 auto sets in addition to the estimated total of radio families; although some drug stores, gasoline stations, etc., may have been counted during 1935 as new families buying radios, there are many with radios which are not included; many radio sets known in the trade as 'bootleg' sets were manufactured and sold during 1935 in violation of patent rights, and they likewise are not included; finally radio set sales since Jan. 1, 1936, are increasing month by month the total number of radio homes in the country.

Baseball Magnates Seeking Radio Curb

ON THE THEORY that broadcasts of baseball games, particularly major league games carried by stations in minor league cities, are hurting minor league attendance, Kenesaw Mountain Landis, baseball commissioner, has ordered that all organized baseball clubs make no additional radio commitments this season.

The action was taken following protests from minor league teams, which complained that many fans stay at home to hear broadcasts of major league games rather than attend minor league contests. As a result, organized baseball is expected to make a radical change in rules governing broadcasts, which heretofore have depended largely on wishes of clubowners.

On-the-scene broadcasts of games and telegraphic play-by-play accounts have been in particularly heavy demand by sponsors this year. Broadcasts in major league cities are not affected by the ruling, issued April 28 by Commissioner Landis.

No Change at Present

THE Landis statement follows: "Pending further notice all major and minor leagues and clubs will refrain from making any additional commitments, arrangements or authorizations for radio broadcasts of ball games." The statement was issued after a meeting attended by Ford Frick, National League president; William Harridge, American League president; W. G. Braham, Durham, N. C., president of National Association of Professional Baseball Leagues; George M. Trautman, Columbus, president of American Association and chairman of the national association's executive committee.

Department Setup Of NBC Realigned

ELIMINATION of activities regarded as nonessential and realignments of departments, started early in April by Lenox R. Lohr, NBC president, continued during the last fortnight, with a total of 110 more employes being given notices their services would not be required after May 15.

Between his reorganizing activities, President Lohr is taking time to visit NBC's 14 owned and managed stations, which showed their best incomes in history during the first quarter, to get a first-hand view of station technical and commercial operations. Up to the last week in April he had visited Chicago, Pittsburgh and Schenectady and had also gone to Cincinnati to look over the operations of the Crosley 500,000-watt WLW and WSAI.

Aylesworth Active

INDICATING that he has not altogether severed his connection with NBC and that his position as vice chairman of the NBC board is not merely a nominal one, M. H. Aylesworth, whom Mr. Lohr succeeded as NBC president, was called in last month to "trouble shoot" on several matters, notably the renewal of several big accounts. The former office of Richard C. Patterson, who resigned in March as executive vice president, has been reserved for Mr. Aylesworth, though most of his time is of course occupied with RKO, of which he is board chairman.

More departmental changes are anticipated, though it was not stated when they will be ordered. The shakeup, it was learned, was ordered by David Sarnoff, president of RCA, the NBC parent organization, to improve efficiency and reduce mounting expenses not commensurate with revenues.

In Chicago there were changes in the sales department. Paul McClure became assistant sales manager of the central division, succeeding I. E. Showerman, who has left to take the same post in New York. William L. Weddell, one time sales promotion manager of the central division, who has been out of the organization for some time, has returned as national sales representative.

The NBC Chicago office in latter April followed the example of Radio City in dismissing all hostesses, seven in number, and ordering pages to serve as reception clerks. Walter G. Preston, manager of the newly organized general service department, established the pages into two groups, one to contact callers and the other to continue doing messenger work.

Altogether, 74 hostesses, pages, maids, etc. were eliminated. Other NBC personnel leaving includes John R. Overall, John R. Rafferty, F. L. Stead and Wadsworth Wilbar, all of the sales department; William J. Carley, sales promotion copywriter; Birch de Lappe, purchasing; Pauline Gilder and Dana S. Merriman, program; Benson K. Pratt, Richard K. Bard and Everetta Love, press. Two weeks' advance salary was paid.

Mr. Preston announced addition of Joyce Harris, who becomes assistant head of the general service department, and Charles H. Thurman, placed in charge of the mail-messenger section.

Ford Discs Create Rate Complication

Montana Stations Get National Rate for Big Auto Series

SUPPLEMENTING its network shows, Ford Motor Co. is using its new spot transcription series, scheduled for 13 weeks, on 333 stations, according to an analysis made public April 20 by World Broadcasting System, which recorded the series. They are being placed one, two or three times weekly throughout the country on behalf of Ford dealers by N. W. Ayer & Son Inc. and McCann-Erickson Inc., advertising agencies.

In addition to the WBS discs, NBC *Thesaurus* announced April 21 that it is making for Ayer a series of 13 quarter-hour programs featuring Ferde Grofe, the Bucaneers and Marguerite Howard, soprana. It said these are to be placed by local Ford dealers or branches on local stations. This schedule, according to NBC, will begin about May 4, and, like the WBS series, will be called the *Ford V-Eight Revue.*

Rate complications in certain areas developed in connection with the placement of the campaign, due to efforts to procure local rather than national rates. The Montana Association of Broadcasters found itself in the thick of this controversy, with a number of its stations refusing acceptance of the account at other than national rates. This was upon the conclusion that it was a legitimate national account, and that other spot accounts in the automotive and other fields placed at national rather than retail rates under the standard form of contract, would have to be accorded local rates if the Ford series were accepted on that basis.

The program, titled *The Ford V-8 Revue,* features Happy Hamilton, tenor, the *Do Re Mi Girls Trio,* and the *Ford Rhythm Orchestra.* John Eccles, who appeared on the Sunday afternoon CBS Ford program, and Kenneth Roberts, are the announcers. The commercials are devoted to the V-8, but also emphasize used cars now being sold under a money-back guarantee.

The rate controversy was precipitated in Montana when Ed Craney, manager of KGIR, refused acceptance of the transcriptions at local rates after auditioning them and concluding that they were not designed to advertise the business of the particular local Ford dealer but of Ford dealers everywhere. After communicating with other members of the Montana Association, Mr. Craney announced April 15 that the contract had been placed at regular national rates.

Mr. Craney brought out that if the Ford series were accepted at local rates, then under the AAAA standard contract form it would appear that Chevrolet and other programs placed at national rates would be subject to change and entitled to rebate.

86,000 STAND BY Paid Subscribers to Periodical Of WLS Increasing

NOW in its second year of publication, the weekly periodical *Stand By,* published as a popular radio weekly in the interests of WLS, Chicago, has achieved a circulation of more than 86,000 paid subscribers, all sold through announcements over the station. This is believed to be a record for paid circulation by any publication ever published by a radio station.

The magazine is aimed at radio fans. It runs 16 pages and is edited by Julian Bentley, WLS newscaster, and the WLS staff, with manuscripts accepted from listeners. It carries some advertising chiefly tieing in with WLS radio accounts. The *Prairie Farmer,* agricultural weekly published by Burridge D. Butler, operator of WLS, turns out the magazine in its plant.

Senator Dill Files Plea For Capital 100-Watter

Mr. Dill

FORMER U. S. Senator C. C. Dill of Washington State, now a practicing attorney in Washington, D. C., on April 17 applied for a new 100-watt station on 1310 kc. in Washington, seeking the frequency and power now held by WOL, Washington, which is an applicant for regional status. Senator Dill, who disclosed that the project was a personal venture, made his application conditional upon the grant by the FCC of 1,000 watts on 1230 kc. for WOL, which will be heard before an FCC examiner May 20 on this application.

A previous applicant for 100 watts on 1310 kc., also conditional upon the granting of regional status to WOL, was U. S. Broadcasting Co., headed by William Dolph, manager of WOL and recently appointed campaign radio director of the Democratic National Committee. Senator Dill represented the Monocacy Broadcasting Co., operating WFMD, Frederick, Md., in securing that station and also in securing a grant of 500 watts daytime on 1190 kc. for a new station at Rockville, Md., just outside Washington. The latter grant has been held up by court proceedings pressed by WOL and Senator Dill is no longer representing the Monocacy company, headed by Lawrence Leonard, retired attorney.

Samson-United Spots

SAMSON-UNITED Corp., Rochester (household supplies), is planning a series of 13 one-minute WBS announcements, made by WBS, through Hutchins Adv. Co. Inc., Rochester.

ROI TAN PRESENTS DISC TESTIMONIALS

AMERICAN TOBACCO Co., New York (Roi Tan cigars), placing RCA - Victor disc announcements on about 40 stations in the Midwest and South is using testimonials transcribed in person by well-known movie, radio, and sport personalities.

"I am sure," said Phillip M. Forristell, of American Tobacco Co., "that the trade will share our enthusiasm for these programs. They are much out of the ordinary and can't help but create good will and new sales for Roi Tan. Briefly this is what we have done: We have taken the Roi Tan slogan, Man to man, smoke Roi Tan!—and have brought it to life by having outstanding celebrities tell the radio audience, man to man, why they smoke Roi Tan cigars.

"Instead of the usual radio announcers reading a commercial in the usual way, the listener will hear the actual voices of the endorsers themselves, deliver personally their remarks about Roi Tan cigars. We are bringing to the 'mike' such news - notables as Richard Barthelmess, Chick Meehan, Clem McCarthy, Vincent Richards, Grantland Rice, Benny Leonard, Jimmy Fox, John B. Kennedy and others.

"To the best of our knowledge, this is the first time in radio history that a series of prominent personalities have been presented thus—with all the natural sincerity and conviction that comes from personal contact."

Lawrence C. Gumbinner Adv., Agency, New York, has the account.

RAY C. ELLIS, of the General Motors engineering staff, will be placed in charge of auto-radio set production in the Kokomo, Ind. radio plant purchased last month by General Motors from the Crosley Radio Corp. to provide its own supply of auto sets.

WKY OPENER UPPERS—When WKY, Oklahoma City, opened its new studios April 13 more than a score of out-of-town advertising agency men were present. They were feted by executives of WKY, owned and operated by the Oklahoma Publishing Co. (*Oklahoman, Times* and *Farmer-Stockman*), and toured the new studios as well as the modern publishing plant. In the group above (left to right), are:

Front row: Ralph Miller, advertising manager, *Farmer-Stockman; O.* C. Brown, advertising manager, *Oklahoman* and *Times;* J. I. Meyerson, manager KLZ, Denver; J. F. Mayer, Street & Finney, New York; L. N. Bush, secretary-treasurer, Blackman Co., New York; Eugene Katz, E. Katz Special Adv. Agency, New York; J. J. Hartigan, vice president, Campbell-Ewald Co., Detroit; Edgar T. Bell, general manager, Oklahoma Publishing Co. and WKY; George McGivern, head, media department, Blackett-Sample-Hummert, Chicago; Elmer W. Froehlich, McManus, John & Adams, Detroit; Robert White, William Esty & Co., New York; Frank Brimm, E. Katz agency, Dallas; B. P. Timothy, national advertising department, *Oklahoman* and *Times.*

Back Row: S. L. Katz, vice president, E. Katz agency, Chicago; P. C. Beatty, Maxon Inc., Detroit; Carl Slater, manager, E. Katz agency, Kansas City; Bill Quinn, KLZ; Herbert Hulsebus, vice president, Stack-Goble Adv. Agency, Chicago; O. B. Bond, Joseph Katz Adv. Co., Baltimore; Allen B. Russell, Potts-Turnbull Adv. Agency, Kansas City; Lowell E. Jackson, E. Katz Agency, Chicago; George May, Batten, Barton, Durstine & Osborn, New York; Max Hacker, Pedlar & Ryan, New York; N. H. Pumpian, Henri, Hurst & McDonald, Chicago; Robert Chapman, national advertising department, *Oklahoman* and *Times;* I. H. MacKenzie, J. Sterling Getchell, Detroit; William Phillips, mechanical superintendent, *Oklahoman* and *Times;* Frank H. Hakewill, Roche, Williams & Cunnyngham, Chicago; Fred Bell, manager, E. Katz Agency, Atlanta; J. B. Woodbury, vice president, R. J. Potts Adv. Agency, Kansas City and F. W. Meyer, KLZ, Denver.

In addition, out-of-town visitors who did not appear in the photograph included Frank E. Mason, NBC vice president; Jack Latham, Young & Rubicam, New York; Curtiss Mitchell, editor of *Radio Guide,* Chicago; James Moroney and Martin Campbell, WFAA, Dallas; Jack Estes, *Dallas News,* and William Gillespie, KTUL, Tulsa.

How Prospects Develop Into Accounts

An Intimate Tale of a Hypothetical Account From Its Conception to the Actual Program Performance

By HUGH K. BOICE
CBS Vice President in Charge of Sales

THERE'S plenty goes on behind the scenes—as well as behind the microphone—in the critical period between the time a network first discovers a prospect and the appearance of the program on the air. Hugh Boice knows about it, and knows how to tell it, as a perusal of this article will reveal. The article is excerpted from a recent speech which Mr. Boice delivered at a meeting of the Cincinnati Advertisers Club.

LET ME trace the progress of a purely hypothetical account, as it develops from prospective business into a finished program. Suppose this imaginary advertiser has never had any previous experience with radio. He has heard about it for a number of years and from a variety of sources. Glowing stories of spectacular successes on one hand; pessimistic predictions on the other. He goes to his agency for facts on the subject. He has had his fill of opinions.

When a client goes to an agency for information of this kind, the intelligent thing for the agency to do is to call on the broadcasting company for assistance. It is our business, as a broadcasting company, to prepare and present the story of radio. This is the particular business of the sales department — with the assistance and information made available through the sales promotion and research departments.

What does this prospective and hypothetical client want to know? Generally, he wants assurance—with evidence to support it—that radio is a successful advertising medium; that it is particularly suited to his needs. He wants to know how many radio sets there are, how frequently they are used, where they are, and how well the company he is dealing with reaches them. He wants information concerning the people who listen to radio—how many in each income group, and what kind of programs they like to hear.

Then he wants evidence to support the stories he has heard of successful radio campaigns. So-and-so tried radio; So-and-so sells a product that is similar in price and appeal to mine; what results did he have. The answers to all these questions are assembled by the research and sales promotion departments and presented to him —directly or through his agency— by the sales department.

Aha! The Contract!

LET US assume that the answers are satisfactory; that he decides to use radio as a medium for his advertising. The next step is the signing of the contract for them. This contract is rather an unusual document. I do not think in 20 years I have ever seen anything just like it in the advertising business. It looks more like a lease than an order for advertising. As a matter of fact it is a lease—a lease on a specific time period. It gives the lessee the right to broadcast a commercial program for a specific client in that time period for a definite number of weeks, and like a real estate lease contains the terms and conditions under which this right is given. I think it might be interesting to briefly run over some of these conditions and the reasons for them. As almost without exception our contracts are signed through advertising agents, the word "Agency" is used in these provisions instead of "Advertiser."

1. The agency warrants that the broadcasting of his programs will not violate any rights of others.

That hardly needs any explanation. It is necessary of course in order to protect ourselves, the advertiser and the agent from a suit based on an invasion of the right of privacy.

2. The System reserves the right in its discretion and without liability, to omit one or more of the programs contracted for, and to use part of all of the time contracted for, for broadcasts of special events of importance.

Big News Events

WE ENDEAVOR, of course, to see that there is as little interference with a commercial schedule as possible, but there are times when some event is of such outstanding importance to the country as a whole and to the radio audience, that it is necessary for us to withhold the time in order to bring the news, address or sporting event, or whatever it may be, to the public. When this is done a courtesy announcement is always made in favor of the advertiser whose time is taken.

3. Continuity and/or script and/or musical selections for each program shall be prepared, written and broadcast in conformity with regulations and restrictions set forth on the back hereof, which are an integral part of this agreement.

The 4th provision reads as follows:

The System reserves the right to refuse to broadcast any programs which do not in its opinion maintain a quality creditable alike to the System and to the Agency. In the event that in the opinion of the System the continuity, script or musical selections furnished fail to conform with the regulations and restrictions set forth, the System shall have the right without prejudice to any other rights it may also have, to furnish and/or substitute continuity, script or musical selections prepared by its staff members, or to edit the said continuity, script or musical selections.

It may seem to some of you that these are pretty drastic regulations, and I don't believe that I personally have ever seen an order for advertising space in a publication that carried with it quite so many conditions. But you must bear in mind that the very personal nature of this medium, the intimate contact it gives the advertiser with his public, demands that its use be restricted both in the interest of the advertiser and of the public.

Program Standards

IN MAY 1935 CBS set the highest program policy standards ever attempted in American broadcasting, and formally announced them. We were well aware when we did this that it might result—as it did—in the loss of some business, but after nearly a year of operating under these policies, we feel well satisfied, even viewing it from a purely economic basis.

But far beyond the satisfactory economic result is the fact that it fixed the attention of thoughtful people throughout the country on the ability of the privately operated American system of broadcasting to recognize its obligations and meet its opportunities. We could not have had this result if it had not been for the cooperation of the vast majority of advertisers and agents, and I think it speaks volumes for the rightness and fair-mindedness of advertising men and advertisers that they, as well as we, were willing to take a long-time view of our industry and cooperate in such measures as we felt would be necessary to best serve the public, and stabilize and perpetuate a broadcasting business. It is true that not all broadcasters have adopted similar policies, but I think it is safe to say that with few exceptions during the past year all have attempted and succeeded in raising their standards.

"Editorial Responsibility"

IN THE provisions on the back of our contract, there is one which reads: "No use of broadcasting time except for direct or indirect advertising of goods or services." This means that we will not sell time for the discussion of public questions such as proposed legislation, or for propaganda purposes of any sort. The reason for this is that we are charged with editorial responsibility for what goes out over its network. We could not escape this responsibility if we would, and would not escape it if we could. In discharge of this responsibility, we will continue to

(*Continued on page 44*)

Food-Drug Measure Ends Hibernation

Word From President Gives It "Must" Legislative Status

LIKE a spector risen from the legislative dead, the Copeland Bill for the rigid regulation of sale and advertising of food, drugs and cosmetics, has bounded into the forefront of the House "must" legislative calendar with an even chance of becoming law before the present session ends.

A word from President Roosevelt to Rep. Sam Rayburn (D-Tex.), chairman of the House Interstate & Foreign Commerce Committee, has revived consideration of the bill after all interested groups had given it up as hopeless in the current session. The subcommittee of the House committee during the week of April 20 held two executive sessions on the bill and planned more of them during the April 27 week, with the likelihood of getting a measure out to the full committee within a fortnight.

Little Opposition

IT HAD BEEN generally concluded that food and drug legislation would become a campaign issue as an appeal to the women of America, and that for this reason administration leaders had purposely avoided pressing for enactment. As a matter of fact, the bill, which passed the Senate last session after two years of Senatorial bickering, had been given no consideration whatever this session until the "go ahead" signal came from administration quarters.

In the form in which it passed the Senate the bill was largely unobjectionable to broadcasting, as well as to other media and to a large number of the manufacturers which would be affected. Only a group of proprietary manufacturers continued in vociferous opposition.

It is understood the subcommittee, headed by Rep. Chapman (D-Ky.), is considering a number of amendments to the bill. Among these are transfer of regulatory authority from the Department of Agriculture to the Federal Trade Commission; creation of an administrative board to provide impartial review of decisions of the regulatory agency with respect to advertising representations; and greater protection in the case of labeling claims.

Assuming the bill is aproved by the House committee and reported to the House, it is expected that little opposition will develop in that body. However, the differences in the measure as compared to the one which passed the Senate last session would have to be composed in conference between members of the two houses.

Webster-Eisenlohr News

WEBSTER-EISENLOHR Inc., New York (Henrietta & Girard cigars) on April 20 started Bob Carter over a two station network, WMCA, New York, and WPRO, Providence, 6-6:15 p. m., six days a week, on a 52-week contract. The program, titled *Today's Winners* gives the results of horse races. N. W. Ayer & Son Inc., New York, placed the account.

XUM

FCC Likely to Set Precedents On Super-Power and Transfers

WHO Application Set For Hearing With Four Others Pending; KNOX-WNBF Requests Denied

INTENTION of the FCC Broadcast Division to hold formal hearings and create strong legal records on applications for major station moves, notably in such matters as super-power and the purchases and transfer of stations, was made apparent during the last fortnight as the Division had placed before it three more requests for 500,000 watts in addition to the many station transfer deals consummated during the last few months.

While no formal policy has been established, individual members of the Broadcast Division are making it clear that they will scrutinize all such applications more carefully than ever before because of the radical character of the requests in so many cases and because of the large amounts of money involved in the station deals. It proposes to inquire into prices and to establish whether they are consistent with actual value.

At the meeting on May 1, it is understood, consideration was given to assignment of four stations of the Southwest Broadcasting System to Hearst Radio, Inc., but action was deferred. At the same meeting the Division set for hearing the application of WHO, Des Moines, for experimental authority to increase its power to 500,000 watts — the first of the group of super-power applications to be designated.

Fort Wayne Transfer

IT ALSO designated for hearing the application of Westinghouse for assignment of the licenses of WGL, Fort Wayne, Ind., 100 watter to Westinghouse, which it arranged to purchase along with WOWO, part - time clear channel outlet. These actions tendered to confirm the view that all controversial transfers would be designated for hearing.

Denied at the May 1 meeting were the applications of Knox Broadcasting Co., for a new station at Schenectady on 1240 kc., with 1,000 watts, and of WNBF, Binghamton, N. Y., local for the same assignment with 500 watts night, Chairman Prall dissenting. This was the case which provoked the so-called "Willard Hotel Incident" involving allegations of bribery, and which caused a stir in Congress.

Close on the heels of NBC's application for 500,000 watts for WJZ, key of its Blue network, the FCC had before it similar applications from WGN, of the *Chicago Tribune*, and WHAS of the *Louisville Courier-Journal*, and it was clearly indicated that these requests for tenfold power increases would go to hearings before the three division commissioners en banc. In the case of WJZ, at least, such a hearing is being requested.

These two bring to five the number of pending applications for super-power filed practically on the second anniversary of the inauguration of WLW's 500,000 watts of experimental power which the Cincinnati station started using about May 1, 1934. The other applicants are KNX, Hollywood, which CBS is buying from Guy Earl Jr. for approximately $1,250,000, and WHO, Des Moines, which filed for the power increase about a month ago.

Whether CBS, when it takes over KNX, which deal also will be set for a hearing, will retain or drop the station's 500,000 watt application, executives of the network assert they are not in a position to state at the present time. During the last few weeks Herbert Akerberg, CBS station relations manager, has been in Los Angeles and San Francisco looking over the situation there, including the investigation of a probable shift from Don Lee's KFRC in San Francisco to KSFO, Oakland,— San Francisco independent, either on a purchase, lease or affiliation basis.

In recent months very few transfers of ownership of stations have been authorized, the Broadcast Division informally making clear its intention of requiring hearings at least where large amounts of money are involved.

The Hearst applications involve the following amounts: KTSA, San Antonio, $180,000; WACO, Waco, $50,000; KOMO, Oklahoma City, $75,000; KNOW, Austin, $50,000.

The fifth station sold by the Southwest Broadcasting System, while originally under option to Hearst, is KTAT, Fort Worth, which went to Raymond Buck, Fort Worth attorney for the American Airlines, which was original owner of the station. for a price disclosed as $160,000. This transfer will also go to hearing, it is expected. Mr. Buck has stated that he is personally taking over the station as an investment, acting for no other interests.

Pending before the FCC are dozens of other applications for new stations and station transfers, most of which will be heard by examiners of the Commission. Transfers of ownership particularly have been giving the Commission concern in recent months, with multiple ownership by single interests coming to the fore lately more than ever. FCC members have considered and discussed definite rules governing the multiple ownership of stations, taking note especially of newspaper activity in this field in addition to the CBS acquisition of KNX and lease of WEEI, Boston.

Electrolux Discs

ELECTROLUX Co., New York (refrigerators) during the week of April 27 began a new series of transcriptions over 16 stations on a twice weekly daytime schedule. The campaign is to run for 13 weeks and features Carson Robinson and His Buccaroos on WBS quarter-hour discs. Stations include: WGY, WBT, WJAX, WSB, WSM, WWL, WLW, WLS, WCCO, WOW, WDAF, WFAA, WOAI, KOA, KSL, KNX. Batten, Barton, Durstine & Osborn Inc., New York, placed the account.

POSTAL ODDITIES
Program Based on Mail Facts Used by 66 Stations

THE hobby of J. B. Trapp, Wichita, Kan., postal clerk, is writing a radio sketch titled *Postal Oddities*. Starting on KFH, Wichita, some seven months ago, Trapp soon had his program on 66 stations, including Yankee Network.

Working after hours, Trapp writes his own script and answers voluminous mail from all parts of the world. In addition he scours hundreds of publications in search of material. Postal facts received from foreign countries are translated for him by school pupils. A cartoon under the same title is run in a postal employes publication, Trapp supplying the material and Ed P. McGlynn, a fellow clerk, doing the drawing. McGlynn also acts as master of ceremonies on the weekly KFH program.

Local chapters of the National Federation of Post Office Clerks stage the program on stations in their locality.

HEALTH PRODUCTS RENEWS FOR YEAR

HEALTH PRODUCTS Corp., New York, on April 24 renewed contracts on *Feen-A-Mint National Amateur Night* for 52 weeks, starting May 17 when existing contracts run out. The show is broadcast over an enlarged MBS network including stations from both the major chains as well as leading independents.

During the first 13 weeks WJJD, Chicago will carry the program. After that it will also be carried by WGN in Chicago through the remainder of the 52 weeks. William Esty & Co., New York, is the agency.

In signing the new contract Gifford Hart, advertising manager of Health Products, said: "Despite the oft repeated predictions of the rapid death of the amateur idea, we can find no evidence of decreasing interest in our show. *Feen-A-Mint National Amateur Night* was the first national amateur radio program and has continuously been on the air for a year and a half. All the evidence which we can get from program popularity surveys, sales check ups and similar data, indicate that our radio program is growing in popularity.

"Perhaps this is due, in part, to the fact that we have always believed that even an amateur show must present adequate talent, and each week we auditioned hundreds of people in all sections of the country in order to find the six or seven performers whom we believe really have something to offer the public. The fact that close to 200 of our amateurs have graduated from our show into professional engagements is an indication of the care we use in selecting and presenting them."

GREEN ISLAND, N. Y. branch of Ford Motor Co. will launch another quarter-hour program on WGY, Schenectady, beginning May 18, six times a week. This program will be heard during the morning hours and will be entitled *Musical Clock*. Two other programs are also being sponsored over this station by the branch office. N. W. Ayer & Son Inc., New York, placed the account.

Hearst Magazines Use New York Net

Nine-Station Hookup Is Formed For Musical Dramatic Series

Mr. Squire

WITH four Hearst magazines as cosponsors of a musical dramatic program titled *March of Events*, a special hookup of nine New York State stations keyed from Hearst Radio's WINS, New York, went into operation April 28 on a weekly basis. The hookup calls for a one-hour program every Tuesday for 26 weeks from 11 a. m. to 12 noon. The first half-hour is sponsored by one of the magazines of the Hearst International Magazine Co. group and the second half hour is sustaining.

The idea of the hookup was first conceived by Burth Squire, WINS manager, who is handling all the details. Mr. Squire, replying to reports that this special hookup contemplated a permanent network to be known as the Empire State Network, was emphatic in asserting that the chain is unnamed and is not to be considered a regular regional net.

The stations in the hookup, in addition to WINS, are WABY, Albany; WIBX, Utica; WSYR, Syracuse; WMBO, Auburn; WESG, Elmira; WNBF, Binghamton; WBNY, Buffalo, and WSAY, Rochester. The latter station is a newly-authorized 100 - watter not yet on the air, but it will join the group as soon as its transmitter is ready, which is expected shortly.

The Hearst periodicals will rotate their sponsorship of the programs. The first show was sponsored by *Good Housekeeping*, the May 3 show will be sponsored by *Cosmopolitan*, and *Harpers Bazaar* and *Pictorial Review* will follow in order. The orchestra is led by Louis Katzman. The dramatizations are versions of stories appearing currently in the sponsoring magazine.

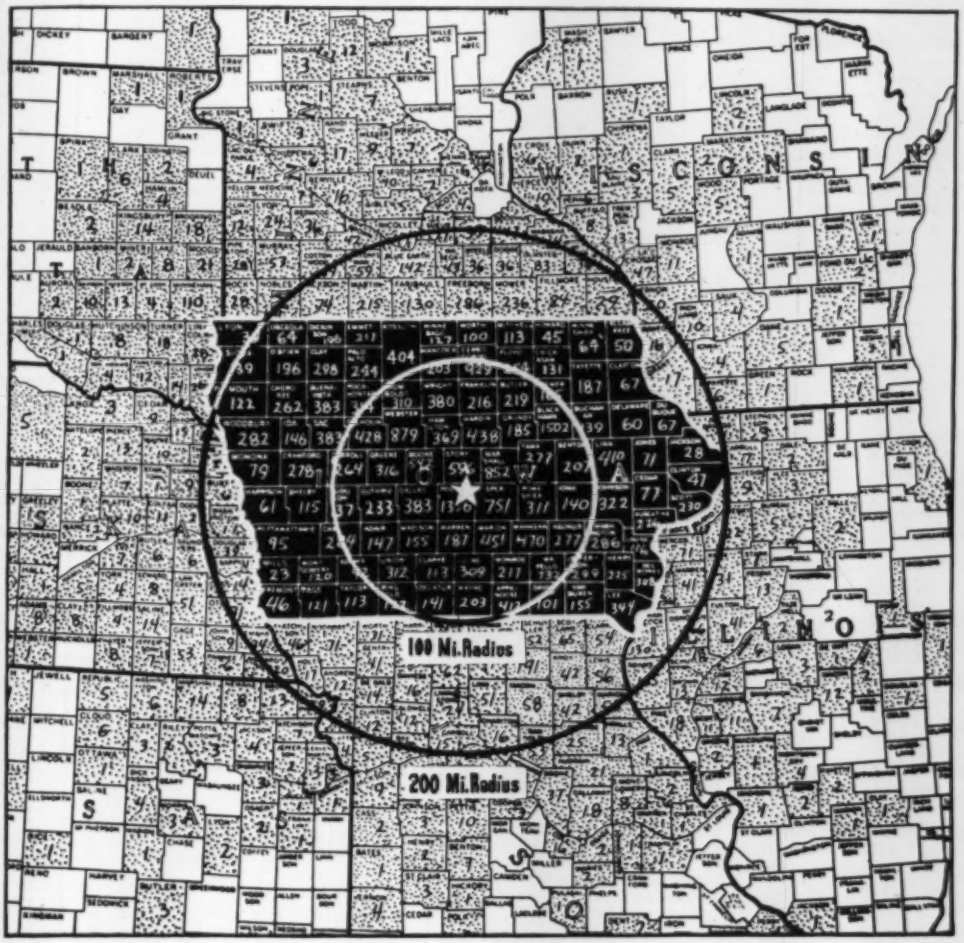
The total cost of the half-hour sponsored period runs $493.38, including station time and line charges. The hookup, it was indicated, will be made available to other advertisers according to time available from the station.

Beverage Campaign

CARL H. SCHULTZ Corp., Brooklyn, N. Y. (Dr. Brown's beverages and artificial mineral waters) on April 15 started a 13-week series of thrice-weekly programs featuring "Uncle Abe" and the Twin-Triangle Club over WEVD, New York, tieing in with an extensive space campaign in all of the Jewish and Anglo-Jewish periodicals in the New York area. According to A. Davis, the company's advertising manager who is handling the campaign, this is the first English radio program ever undertaken to be aimed exclusively at the large Jewish juvenile audience in New York. Club pins and membership cards are offered children.

MABELLE JENNINGS, Washington air columnist, has been signed by CBS for two weekly quarter-hour programs of personality comment.

W-H-O gives the radio advertiser EXTRA DAYTIME VALUE



MAP DATA

PROGRAM—
"Monticello Party Line"—a skit
ADVERTISER—
Dr. Caldwell's Syrup of Pepsin
TIME—
9:30 to 9:45 a. m.—Mon. through Fri.
OFFER—
Free Cook Book, offered Feb. 19-20-21.

RESPONSE RATIOS:
Appanoose County—
1 from every 11 radio homes
Black Hawk County—
1 from every 9 radio homes
Calhoun County—
1 from every 7 radio homes
TOTAL RESPONSE—32,527.

This map shows it

SHOWING mail response to three broadcasts at 9:30 a. m., this map gives a true picture of the EXTRA VALUE regularly delivered to the advertiser by Station WHO. For, in addition to covering Iowa at one low cost, the 50,000-watt power of WHO delivers a strong signal to listeners throughout the corn belt, who rely on WHO for many of radio's most popular features.

And these facts explain it

With some stations, a strong signal beyond the primary area would pass unnoticed, because of better service from a network station nearby. But west of Chicago, WHO stands out as the only 50,000-watter on the basic red. Hence, outside its primary, a tremendous audience throughout the middle-west tunes regularly to WHO—EXTRA listeners drawn by WHO's dependable service on Red Network shows—EXTRA listeners held by the consistent character of WHO's entire program schedule—EXTRA listeners whose response has established WHO as an EXTRA VALUE STATION in the records of outstanding radio advertisers.

CENTRAL BROADCASTING COMPANY, DES MOINES

WESTERN UNION

VERY GLAD TO TELL YOU THAT W H O TOPPED ALL STATIONS IN VOLUME ON PARTY LINE COOK BOOK RESPONSE

J E GIEBISH THE CRAMER KRASSELT CO.

Flash—W-H-O Tops List on Cook Book Response

Just after the copy above had been electrotyped, the accompanying wire (see cut at left) was received from J. E. Giebish of The Cramer Krasselt Co.

Note—Total mail response has since reached 34,030.

Baseball Trophies Will Be Awarded By General Mills

Big Sports Sponsor Seeking to Aid Attendance at Games

TO BOOST baseball attendance in cities where it sponsors baseball broadcasts General Mills Inc., Minneapolis, is offering a trophy to the station building the biggest percentage of increase in paid admissions at ball parks. The trophy is a 56-inch silver cup.

In addition a national announcer's trophy will be awarded to the announcer whose efforts are responsible for bringing the trophy to his station. It is a replica of the grand trophy and stands 14 inches high. Elgin wrist watches will be awarded announcers who build a specified percentage of increase in paid attendance over 1935.

General Mills broadcasts, according to D. D. Davis, president, are designed to be of direct benefit to baseball clubs, stations and the company. Club owners have been notified of the awards and have been asked to submit suggestions on cooperation as well as on the method to be used in determining how increased attendance is to be calculated.

Overcoming Objections

THE PLAN is designed to meet the contention of some club owners that broadcasts tend to cut down attendance at the games. General Mills has greatly expanded its baseball sponsorship this season and now is broadcasting in nearly every major market, says Henry A. Bellows, now General Mills special advertising representative.

Meantime advertisers all over the country have been signing for baseball broadcasts. Among them are Socony-Vacuum Oil Co.; Penn Tobacco Co.; Chicago Cubs, sponsoring resumes of its own games; Atlantic Refining Co.; Studebaker Sales Corp.; Walgreen Co.; Phillips Petroleum Co.; Texas Oil Co.; Peoples Drug Stores; Coca Cola Co.; Sears Roebuck Co.; Minneapolis Brewing Co.; Southern Oil Co. of New York; Sun Oil Co.; Tide Water Oil Co.; Goodrich Silvertown Stores; Firestone Tire & Rubber Co.; Perfect Oil Corp.; Pennsylvania Oil Co.; Falstaff Brewing Co.; Kellogg Co.; Wagner Brewing Co.; Wadhams Oil Co.

Play-by-play broadcasts of home games are being sponsored over KELD, El Dorado, Ark., by several local merchants. F. E. Bolls, KELD manager, says broadcasts have been instrumental in boosting attendance at local sports events.

Store's $150,000 Campaign

MORRIS B. SACHS, owner of a men's and women's apparel store at 66th and Halsted Streets, Chicago, on April 26 started a one-hour program, 5-6 p. m. EST, and will run for 52 weeks on WENR. It is the principle feature of a year's broadcasting campaign to cost $150,000, in Chicago only. Schwimmer & Scott, Chicago, is the agency. Gene Arnold will be master of ceremonies. This is said to be the largest sum ever invested in purely local broadcasting by an individual advertiser.

Dramatic Economic Discs Of Brookings Institution Accepted by 21 Stations

TWENTY-ONE stations as of May 1 had accepted the series of dramatized transcriptions dealing with America's economic problems offered as an educational feature by the Brookings Institution, non-commercial research organization of Washington, according to Vernon F. Lyon, in charge of radio at Brookings. Four programs have thus far been recorded by Radio & Film Methods Corp.

Each program represents a meeting of the board of directors of the mythical "All-American Corporation", who discuss the problems confronting all business today. According to Mr. Lyon, the technique of presentation has elicited favorable comment from program managers and listeners alike. One station, said Mr. Lyon, announced the series by letter to the community's leading business men and had an announcement made in the classes of several local universities.

Stations handling the programs as of May 1 are: WOW, Omaha; WOI, Ames, Ia.; WREN, Lawrence, Kas.; KFAB, Lincoln; WCAU, Philadelphia; WHA, Madison; WLBL, Stevens Point, Wis.; KGU, Honolulu; W1XAL, Boston; WHO, Des Moines; KGIR, Butte; WNYC, New York; KSL, Salt Lake City; KSD, St. Louis; WQAM, Miami; KOL, Seattle; WEBC, Duluth; KWSC, Pullman; WMAL, Washington; WOSU, Columbus; WMC, Memphis.

FCC Spurs Drive On Border Stations

A NEW campaign by the Federal government against so-called renegade "border stations" has been launched by the FCC, and already has resulted in the grand jury indictment of Norman Baker, erstwhile Muscatine, Ia. broadcaster, who operates XENT, at Neuvo Laredo, Mexico, across the border from Laredo, Tex.

The Federal grand jury at Laredo on April 20 indicted Baker and two alleged fortune-tellers utilizing his station on charges of violation of two provisions of radio law. Indicted along with Baker were a "Dr. E. R. Rood" and one "Dr. Richardson", who also are identified with Baker's cancer hospital staff.

The indictments alleged violation of Section 325-B of the Communications Act on charges that Baker did not have a permit to maintain a radio studio in the United States and that he did not have FCC permission to manufacture mechanical reproductions and transport them outside the country. It was contended that he broadcast through XENT by remote control from the states, and also shipped transcriptions across the border. Maj. A. V. Dalrymple, FCC attorney working under George B. Porter, assistant general counsel for broadcasting, handled the prosecution in Laredo.

Presumably Baker will be brought before the Federal District Court in Laredo for trial at the term next fall, along with his two associates. XENT broadcasts with a quoted power of 50,000 watts on a mid-channel which has been causing serious interference with United States stations.

CBS ART AWARDS
Art Directors Club Pays Honor To Photos, Booklet

TO CBS went three major awards for excellence in advertising art last month when the Art Directors Club, opening its anniversary exhibition in New York April 16, picked two of its photographic illustrations and one of its booklets among the best in the exhibition. The distinctions, honoring the artists, were also a tribute to the CBS promotion department and Harry O'Brien, CBS art director.

The Art Directors Club medal for the best photographic illustration was awarded to Anton Bruehl's photograph of an African drummer used in Columbia's advertisement "Black Magic . . . and White" which appeared in the Dec. 1 issue of BROADCASTING. For the best photographic illustration in trade publications, the award for distinctive merit went to the "mask and laurel" sketch prepared by Sam Berman-Banker and Burkett W. Gianninote, which was used in Columbia's "Awards" advertisement which appeared in the March 1 issue of BROADCASTING.

Best booklet in the exhibition was the CBS brochure announcing the addition of WJR, Detroit, to its network.

Niagara Hudson Discs

NIAGARA HUDSON POWER Corp., New York (coke) is using 39 one-minute WBS transcription announcements, three times a week, for 13 weeks on WGY, WSYR, WFBL, WGR, WBEN. Batten, Barton, Durstine & Osborn Inc., New York, placed the account. Niagara Hudson also uses transcription programs in its territory to promote power service.

WAAW ASSIGNMENT PLEA DISCONTINUED

WHILE attorneys were engaged in controversy over KGBZ, York, Neb., under purchase option to the *Omaha World-Herald* interests but ordered deleted by the FCC as of May 8 due to alleged unsatisfactory program service and financial responsibility of its present operator, George R. Miller, the *Omaha World-Herald* on April 24 secured a dismissal without prejudice by the FCC of its application for voluntary assignment of WAAW, 500-watt daytime station owned by the Omaha Grain Exchange.

KGBZ and WAAW were the only two remaining stations of the group of four in Nebraska with which the newspaper had entered into purchase arrangements, the others being WJAG, Norfolk, and KMMJ, Clay Center. About a month ago the options on the Norfolk and Clay Center stations were dropped. It is expected the newspaper will also drop its option on KGBZ, thus terminating the Nebraska Broadcasting Co., its radio subsidiary.

KGBZ's counsel, Elmer Pratt, has filed a motion with the FCC to secure a rehearing before May 8 on its order to eliminate the station and turn its half time over to KMA, Shenandoah, Ia., with which it shared the 930 kc. channel. A counter petition was filed by James Hanley, former radio commissioner and counsel for KMA. In the event of an FCC finding sustaining its original decision ordering the station off the air, it was indicated that KGBZ will appeal to the courts.

Remington Rand Adds WOR to Five Star Final

REMINGTON RAND Inc., Buffalo, (typewriters) April 20, added WOR, New York, to the WMCA-Inter-City Group stations broadcasting *Five Star Final* since March 30. With the addition of WOR, the program shifted to the 8-8:15 p. m. spot for the Monday to Friday broadcast. WOR will not broadcast the Sunday night 9-9:30 p. m. program, but WMCA and the Inter-City Group will continue to carry it as in the past. The program is signed at WOR for 49 weeks to make it coincide with the 52-week contract with Inter-City signed in March. On the first Monday in each month, for an unannounced reason, the program will be heard at 9:30-9:45 p. m. The broadcast will continue to originate from WMCA and be piped to Inter-City and WOR. The account was placed direct.

Remington Rand has signed for quarter-hour INS news broadcast before and after all games of the Newark Bears, International League, on WINS, New York. Account placed direct.

WALTER J. PRESTON, until recently manager of KSO and KRNT, Des Moines, has been appointed national sales manager of WIND, Gary, Ind., according to an announcement April 18 by Ralph L. Atlass, president. Mr. Preston formerly was program manager of WBBM, Chicago, and afterward became sales manager of WINS, New York, leaving that post to join the Iowa Broadcasting System.

KNX Sale, Renewal Face Joint Hearing

Medical Program Citations to Be Heard With Transfer Plea

WITH the filing April 27 of the application for assignment of the license of KNX, Los Angeles, to CBS, it was indicated that the FCC would consider jointly the renewal of the present license of the station, which was cited for alleged program transgressions, along with the agreement reached by which CBS would purchase KNX for a price in the neighborhood of $1,300,000.

Reopening of the hearing on the KNX renewal is considered the likely course, at which time the Broadcast Division also would go into the proposed transfer of station ownership. The hearing probably will be set for some time within the next month or six weeks.

Cited because of allegedly questionable medical program broadcasts, KNX for several months has been operating under a temporary license. More than two-dozen medical program citations were leveled against the station at hearings held last fall. At the same time the FCC held hearings on renewal applications of WTMJ, Milwaukee, and KFRC, San Francisco. The licenses of the latter two stations were renewed on a regular basis April 14 by the Broadcast Division.

Cited for Marmola

ALL THREE of the stations were cited primarily because of the acceptance of continuity covering an anti-fat remedy known as "Marmola". The case against KNX, however, was broadened to encompass a long line of remedies. In renewing the licenses of the other two stations the FCC made no mention of KNX.

The KNX sale to CBS, arranged two months ago, is contingent upon renewal of the KNX license on a regular basis, and, of course, upon approval by the FCC of the transfer.

Assuming that the KNX renewal case will be reopened, the FCC plan probably will be to call before it the owners of the station to ascertain whether the programs and accounts against which complaints were made have been removed. If they have, then the license presumably will be renewed and the FCC then would be in position to consider the transfer of ownership from Guy C. Earl Jr. and Naylor Rogers to CBS. Thus, the assignment would be combined with the renewal hearing, since the FCC has adopted the practice of getting into the details of all important changes in station ownership.

5 Kw. Test Continues

WOW, Omaha, which has been operating for several months with 5,000 watts power both day and night on an experimental basis insofar as the night power is concerned, on April 24 was granted another extension of the authority until May 31. Under regulations maximum night power on regional channels is 1,000 watts, but the FCC authorized 5,000-watt operation on a test basis to determine its efficacy.

QUINTS AS MILK SALESMEN

Dionnes Both Consume and Promote Carnation Milk; Sponsor Finds Radio Effective Medium

By NORMAN W. GREGG

Erwin Wasey & Co. Ltd., Chicago

Mr. Roberts

WITH the approach of the second birthday, May 28, of the world-famous Dionne quintuplets, interest in what these little Canadian sisters are eating and wearing and playing with once more takes an upward trend. In the field of radio, Carnation Milk Co., Milwaukee and Toronto, continues to be the only ether advertiser to use the quintuplets consistently as an advertising theme.

Since the girls were five months old, the use of Carnation Milk in their diet has been continuous. In a recent broadcast of the Carnation *Contented Hour* (Mondays, 10 p. m., NBC-Red), it was announced that they had consumed well over 2,500 large cans of this evaporated milk.

Confidence in Radio

THE Carnation *Contented Hour* has been broadcast without a break for more than five years. Tying in scientific baby feeding with the universal interest aroused by the Dionnes furnished a logical basis for its radio-program advertising.

"The fact that we have been on the air continuously for more than five years should show our confidence in radio advertising," said Stanley D. Roberts, advertising manager of Carnation Milk Co. It dovetails nicely with our advertising in other media and satisfactorily accomplishes the job we have set for it. Our product is primarily of interest to housewives and mothers and our program reaches a maximum number of these at an impressionable hour. This is substantiated by a consistent volume of fan mail, by requests for literature and by the sale of our cook books."

The *Contented Hour* is a home type of program of music of a popular and semi-classical nature. One well-known radio critic recently described it as "the kind of program you like to tune in when you have donned comfortable slippers, settled back in your easy chair and lighted your favorite pipe". Inaugurated in Chicago in 1931, with 26 NBC stations, outlets have been increased until now the *Contented Hour* is heard over 55 stations in the United States and Canada.

The major elements of the program have remained intact. Morgan L. Eastman, who conducts the largest orchestra broadcasting from Chicago was the original director and still occupies the podium. The Carnation quartet has been with the *Contented Hour* from the beginning.

Not long after the program's inception, the contralto voice of a Lullaby Lady was introduced for a special "children's spot" and this feature has been retained. Another feature is a "contentment spot" in which the sponsors pay tribute to famous men and events whose anniversaries are coincident with the date of the program. In the past two years, guest stars of various magnitudes have been introduced. Among the most notable of these are Amelita Galli-Curci, Richard Bonelli and Gladys Swarthout.

Fr. Coughlin to Resume Radio Series in Autumn

WITH the termination of Father Coughlin's fall and winter broadcast series on April 26, it was disclosed that he will resume his independent hookup on or about Oct. 20, or practically on the eve of the national elections. The Coughlin network cost him approximately $210,000 for lines and station time during the last six months.

Father Coughlin's National Union for Social Justice, which the Detroit radio priest was promoting over his independent Sunday afternoon 45-minute hookup, had total receipts of $101,060 and expenditures of $96,388 during the period from Jan. 1 to Feb. 20, 1936, according to its accounting filed with the Clerk of the House of Representatives in Washington as required under the corrupt practices law. Of the receipts, $76,692 was a loan from the Radio League of the Little Flower, and major expenditures were $46,686 to E. W. Hellwig & Co., New York agency handling the hookup, and $8,083 to WJR, Detroit.

ASSOCIATED OIL Co., San Francisco, big sports broadcaster, on April 18 sponsored on the NBC Pacific Blue network a broadcast of the California-Washington crew race, keyed from KJR, Seattle.

WJAY Ghost Reporter Defies Gangsters' Bomb In Civic Cleanup Program

UNDAUNTED by threats of reprisals, which already have taken form in the bombing last month of the home of its owner, WJAY, Cleveland, on April 20 brought its *Ghost Reporter* back on the air to continue his "constructive discussions" of civic problems. Monroe F. Rubin, operator of WJAY, and his wife and three children narrowly escaped injury and possible death the morning of April 9 when a bomb exploded on the front porch of their Cleveland home, undoubtedly planted there by local racketeers.

The anonymous *Ghost Reporter* quit broadcasting immediately after the incident, but on April 20 Mrs. Edythe Fern Melrose, WJAY manager, brought him back on the air to continue his talks from an undisclosed remote control point. Said Mrs. Melrose:

"The *Ghost* will reveal situations detrimental to the welfare of the city and the welfare of citizens without being malicious. Rather than demand of city officials that steps be taken to correct bad civic conditions, the *Ghost* will make recommendations. Light, spicy gossip will also be included in the program. He will call the attention of listeners to good work by civic-minded persons who help advance Cleveland civicly."

Mr. Rubin's home was bombed three weeks after the station's *Ghost Reporter* went on the air in hollow tones revealing the inside of gambling, racketeering and vice in the city. By asking listeners to flood the office of the police chief with telephone calls demanding a cleanup of obscene literature on the newstands, the *Ghost* claimed credit for half-filling the central police station's property room with filthy magazines. When he began revealing the workings of slot-machines and bookie-joints rings, members of WJAY staff received numerous threatening telephone calls. Gamblers stopped at the home of one of WJAY's staff members and warned him that "we're nice boys but we don't stand for any monkey business", and asked him to pass the word along to the *Ghost Reporter*. Following the bombing, the *Ghost* announced that he was leaving the air "rather than endanger the lives of innocent children".

GEBHARDT CHILI POWDER Co., San Antonio, has completed more than ten consecutive years on WOAI, San Antonio.

DRINKERS AND SELLERS — The Dionnes, as Carnation would have you know, are big consumers of its irradiated milk. Here they are, doing a bit of promotion for their sponsor.

The Buffalo Times

A BUFFALO NEWSPAPER FOR BUFFALONIANS

WEATHER: Snow, probably heavy, this afternoon and tonight. Tomorrow partly cloudy, slightly colder tonight.

53RD YEAR, NO. 163—IN TWO SECTIONS—SECTION ONE | TUESDAY EVENING, MARCH 17, 1936 | Phone: Cleveland 5600

SPORTS FINAL

Latest Racing Results

PRICE TWO CENTS

SNOW PARALYZES CITY

Arena Collapse May End Hockey Here

SKATING CARNIVAL LEAGUE PLAYOFF GAMES CANCELLED

Frank B. Baird Understood to Be Reluctant to Replace Structure Damaged by Snow

Collapse of the Peace Bridge Arena roof today beneath tons of drifted snow cancelled local playoff games in the International Hockey League and the two-day carnival of the Buffalo Skating Club.

The collapse caused damages of $20,000 and may mean an end of professional ice hockey for Buffalo. Frank B. Baird Jr., owner of the building, who returned to Buffalo today to replace the destroyed roof, could not be reached for any comment.

No one was hurt when the entire roof crashed under the weight of what is 30 feet of snow.

Several employees were in the main office and members of the team were gathering for a scheduled practice session. The roof caved in shortly after 9 a. m. But the players have a habit of arriving early, they could not be found to give their version of the accident.

FIRST COUGHLIN SHRINE BURNED

Priest Watches as Original "Little Flower" Is Lost in Flames

Auto Demolished by Tons of Snow Which Collapsed Arena's Roof

15-INCH BLANKET BREAKS RECORD, HALTS TRAFFIC

Work Started on Clearing Downtown as Council Votes $25,000 Funds

NO LETUP IS IN SIGHT

Elmwood Music Hall Ordered Vacated, Broadway Auditorium Use Is Banned by Stranahan

Paralyzed by a record-smashing blanket of snow, more than 15 inches deep, Buffalo late today saw no respite as Weatherman James H. Spencer predicted more for tonight. The fall reached 15 inches deep shortly after 4 p. m.

Elmwood Music Hall, where the Buffalo Hobby Show is going on, was ordered vacated soon after the roof of the Peace Bridge Arena at Ft. Erie caved in, inspiring fear the roof of the ancient auditorium might also collapse. The weight of the snow

Broadway Auditorium will not

RACE ULTS | *Exhibition Baseball* | LATE NEWS FLASH

TUESDAY morning, March 17th, Buffalonians awoke to the heaviest snow in the history of the weather bureau with no indication of a letup. Thousands of cars were abandoned in the streets. Employees trudged five and six miles through the deepening drifts to reach offices and shops. Street car lines, and bus lines discontinued service. At the height of the evening rush hour Buffalo was without a single street car or bus. Cab companies closed their switchboards and refused to accept calls. Hotels were filled to overflowing with stranded workers unable to find transportation. Traffic was at a complete standstill. Buffalo was paralyzed by the worst snowstorm in history.

EARLY Tuesday the switchboard at BBC was swamped with calls from secretaries of clubs, lodges, church organizations, theaters asking for radio announcement of cancelled activities. More than three hundred courtesy announcements were broadcast notifying listeners that schools had closed, that all social activity had been suspended, that transportation was demoralized.

WGR . . .

OWNED AND OPERATED BY BUFFALO

REPRESENTED BY FREE &

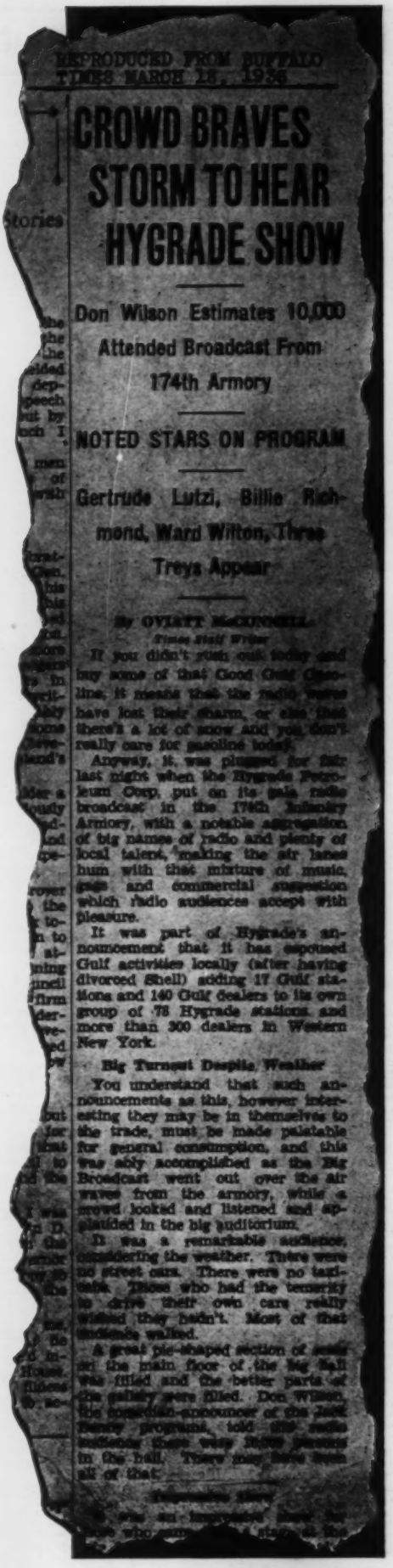
But 10,000 People braved blizzard for BBC GULF SHOW

THE show *had* to go on! Bottle and Beetle had arrived in Buffalo from New York. A 200-voice chorus had been engaged. Three dance orchestras had been contracted. The 174th Armory had been filled with chairs. Gulf stations had distributed thirty thousand tickets. The show *had* to go on —and BBC put it on.

As each courtesy announcement was broadcast notifying listeners of cancelled social activities they were reminded that the gala hour-long broadcast that evening had *not* been cancelled. Special announcements were made on both WGR and WKBW. Street car officials were contacted and special bus service was promised from population points to the scene of the broadcast. City officials were called and parking space was cleared.

Buffalo was paralyzed—snowed-in—but BBC took ten thousand people out of their homes on the night of the worst snowstorm in history! BBC's ability to act quickly, to meet an emergency with typical BBC initiative took the show that *couldn't* go across and *made* it go big!

Let that same BBC initiative do a job, a real radio job, for you. It can.



REPRODUCED FROM BUFFALO TIMES MARCH 15, 1936

CROWD BRAVES STORM TO HEAR HYGRADE SHOW

Don Wilson Estimates 10,000 Attended Broadcast From 174th Armory

NOTED STARS ON PROGRAM

Gertrude Lutzi, Billie Richmond, Ward Wilton, Three Treys Appear

By OVIATT McCONNELL
Times Staff Writer

If you didn't run out today and buy some of that Good Gulf Gasoline, it means that the radio waves have lost their charm, or else that there's a lot of snow and you don't really care for gasoline today.

Anyway, it was plugged for fair last night when the Hygrade Petroleum Corp. put on its gala radio broadcast in the 174th Infantry Armory, with a notable aggregation of big names of radio and plenty of local talent, making the air lanes hum with that mixture of music, gags and commercial suggestion which radio audiences accept with pleasure.

It was part of Hygrade's announcement that it has espoused Gulf activities locally (after having divorced Shell) adding 17 Gulf stations and 140 Gulf dealers to its own group of 78 Hygrade stations and more than 300 dealers in Western New York.

Big Turnout Despite Weather

You understand that such announcements as this, however interesting they may be in themselves to the trade, must be made palatable for general consumption, and this was ably accomplished as the Big Broadcast went out over the air waves from the armory, while a crowd looked and listened and applauded in the big auditorium.

It was a remarkable audience, considering the weather. There were no street cars. There were no taxicabs. Those who had the temerity to drive their own cars really wished they hadn't. Most of that audience walked.

A great pie-shaped section of seats on the main floor of the big hall was filled and the better parts of the gallery were filled. Don Wilson, the broadcast announcer of the Jack Benny programs, told the radio audience there was more people in the hall. There may have been all of that.

...WKBW

BROADCASTING CORPORATION
SLEININGER, INC.

List of Cities Affected by Daylight Saving Time . . . . . .

DAYLIGHT saving time is being observed this year by a large number of cities, the period for the most part extending from 2 a. m. April 26 to 2 a. m. Sept. 27. The attached list of cities using daylight saving time has been compiled by the Merchant's Association of New York.

CONNECTICUT

Has no State law providing for Daylight Saving observance. The State law making it an offense to show other than Eastern Standard Time on clocks or time pieces publicly displayed has been repealed. Daylight Saving will be observed in 1936 in the following places:

Ansonia	Manchester	Rockville
Bethel	Meriden	S. Manchester
Bridgeport	Middletown	S. Norwalk
Bristol	Milford	Southington
Danbury	Naugatuck	Stamford
Danielson	New Britain	Torrington
Darien	New Haven	Wallingford
Derby	New London	Waterbury
Greenwich	New Milford	Watertown
Hartford	Norwalk	Willimantic
Killingley	Norwich	Winsted

DELAWARE

Bellevue	Naaman	Ruthvy
Claymont	Newark	Stanton
Edge Moor	New Castle	Wilmington
Holly Oak	Newport	

GEORGIA

Albany Americus
Atlanta and surrounding towns

IDAHO

Burke	Kellogg	Wallace

ILLINOIS

Chicago adopted Eastern Standard Time on March 1, 1936, by virtue of a City Ordinance. Although the change in time has not been officially approved by the Interstate Commerce Commission, it is expected that Chicago and its suburbs will henceforth observe Eastern Standard Time the year 'round.

The following cities, towns and villages have adopted similar ordinances providing for observance of Eastern Standard Time, effective March 1, 1936:

Brookfield	Hinsdale	Northbrook
Chicago Ridge	Homewood	Orland Park
Deerfield	La Grange	Palos Park
Dolton	Lake Forest	River Grove
D'n'ers Grove	Lansing	Riverside
Elmhurst	Lemont	Round Lake
Evergr'n P'k	Libertyville	South Holland
Flossmoor	Lisle	W. Springs
Franklin P'k	Mannheim	W. L. Forest
Glencoe	Matteson	Wilmette
Glenview	Maywood	Winnetka
Harvey	Morton Grove	Zion
Hillside	Naperville	

Daylight Saving will be observed in the following Illinois communities for the period April 26-September 27, except where otherwise noted:

Ashburn	Elmwood P'k	Mt. Greenw'd
Aurora	Eola	Oak Lawn
Barrington	Evanston [3]	Ontarioville
Bartlett	Fox Lake	Rondout
Belmont	Glenwood	Roselle
Bensenville [5]	Golf	St. Charles
Berwyn [1]	Grays Lake	Spaulding
Blue Island	Highland P'k [4]	Steger
Broadview	Hines	Techny
Chicago Hts.[2]	Hollywood	Thornton
Chicago Lawn	Ingleside	Waukegan [5]
Cicero	Itasca	West Dundee
Cl'r'nd'n Hills	Joliet	Westmont
Cloverdale	Kensington	Wheaton [1]
Clyde	Lake Bluff [1]	Wooddale
Congress P'k	La Vergne	Woodstock
Crete	Long Lake	Worth
Des Plaines	Medinah	
Elgin	Morton Park	

[1] March 1-October 1. [2] March 17-November 1. [3] March 1-November 1. [4] March 2-November 15. [5] March 8-September 27.

MAINE

Auburn	Hallowell	Poland
Augusta	Kennebunk	Portland
Bangor	Lewiston	Readfield
Bar Harbor	Lincoln	Richmond
Bath	Lisbon	Rockland
Bowdoinham	Lisbon Falls	Rumford
Brunswick	Liv'rm're Falls	Skowhegan
Bucksport	Madison	Thomaston
Calais	Mechanic Falls	Warren
Canton	Monmouth	Waterville
C'm'b'rl'd Mills	Newport Junct.	Westbrook
Danville Junct.	Norridgewock	Wilton
Deering Junct.	North Berwick	Winslow
Dixfield	North Jay	Winthrop
East Newport	Oakland	Woodfords
Eastport	Ogunquit	Woodland
Fairfield	Old O'ch'd B'ch	Woolwich
Farmington	Old Town	Yarmouth
Freeport	Orono	Y'k Harbor
Gardiner	Pittsfield	

NEW YORK

Accord	Great Neck	Philmont
Albany	Greendale	Phoenicia
Alden	Green Island	Piermont
Altamont	Greenlawn	Pine Hill
Amenia	Greenport	Plandome
Amityville	Greenwich	Plattsburgh
Amsterdam	Hadley	Pleasantville
Angola	Haines Falls	Point O'W'ds
Asharoken	Hampt'nb'gh	Port Chester
Athol Sp'gs	Harmon	Port Jefferson
Ardsley	Harrison	Port Jervis
Athens	Hartsdale	Port Wash.
Babylon	H'st'gs-on-Hd	Poughk'psie
Baldwin	Haverstraw	Pulvers
Ballston Spa	Hawthorne	Purchase
Bay Shore	Hempstead	Q'ens V'l'ge
Bayville	Herkimer	Quogue
Beacon	Hewlett	Ravena
Bedford	Highland	Rensselaer
Bellmore	Highl'd Falls	Rhinebeck
Bellport	Hillsdale	Rhinecliff
Berlin	Hollis	Richm'd Hill
Big Moose	Hoosick	Riverhead
Bloomingb'g	Hoosick Falls	Riverside
Blue Point	Hudson	R'kv'l Center
Bolton	Hudson Falls	Rome
Bowm'sv'le	Hunter	Roosevelt
Brainard	Huntington	Roscoe
Brewster	Hurley	Rosendale
Braircliff M'r	Hyde Park	Roslyn
Bronxville	Ilion	Round Lake
Brooklyn	Irvington	Rye
Buffalo	Islip	Sag Harbor
Burnside	Jamaica	St. Johnsv'le
Burt	Jamestown	St. Josephs
Buskirk	Jericho	Saranac Lake
Cairo	Johnsonville	Saratoga Sp'g
C'mpb'll Hall	Johnstown	Saugerties
Cambridge	Katonah	Sayville
Canajoharie	Kerhonkson	Scarborough
C'l'tn-on-Hd'n	Kingston	Scarsdale
Catskill	Kyserike	Schenectady
Cedarhurst	Lake George	Schroon Lake
C't'r M'riches	Lake Mahopac	Schuylerville
Centerport	Lake Placid	Sea Cliff
Chappaqua	Lake View	Seaford
Chautauqua	Lancaster	Selkirk
Chatham	Larchmont	Shandaken
Chestertown	Lawrence	Slingerlands
Clarence	Liberty	Smithtown
Clark Mills	Lindenhurst	Southampton
Claverack	Little Falls	Southold
Clinton	Lloyd Harbor	Sp'gfi'd G'd'n
Coeymans	Lockport	Spring Glen
Cohoes	Long Beach	Sp'g Valley
Cold Sp. Hbr	Locust Valley	Staatsburg
Commack	Long Isl. City	Standish
Congers	Luzon	Stuyvesant
Copake	Lynbrook	Suffern
Corinth	Lyon M'ntain	Summitville
Cornwall	Malone	Syosset
Cottekill	Malverne	Tannersville
Crarryville	Mamaroneck	Tarrytown
Crystal Run	Manhasset	Tivoli
Croton on Hd.	Marcy	Tonawanda
Delmar	Massapequa	Troy
Depew	Mech'nicv'le	Tuckahoe
Derby	Mellenville	Tuxedo
Dobbs Ferry	Melrose	Utica
Dolgeville	Merrick	Valhalla
Dover Plains	Middletown	Valley Falls
E. Aurora	Middleville	Valley Stream
E. Clarence	Millbrook	Van Hoesen
E.Greenbush	Millerton	Voorheesville
E. Hampton	Mineola	Walden
E. Northport	Mohawk	Wallkill
Elizabethtown	Monroe	Walloomsac
Ellenville	Monticello	Wantagh
Elmsford	Montrose	Wap'gers Falls
Esopus	Mount Kisco	Warrensburg
Fair Oaks	Mt. Vernon	Warwick
Farmingdale	Mount'n Dale	Wassaic
Far Rock'w'y	Napanoch	Watervliet
Ferndale	Newburgh	Wawarsing
Firthcliffe	New Hartf'd	Wemple
Fl'schmanns	New Lebanon	Wende
Floral Park	New Paltz	West Athens
Flushing	Newton Hook	Westbury
Fonda	New Rochelle	W. Hampton
Forest Hills	New York	West Hurley
Fort Edward	Niagara Falls	Westmoreland
Fort Plain	Niverville	West Point
Fort Salonga	Northport	W. Waterford
Frankfort	N. Tonaw'da	Whitehall
Fr'klin Sprgs.	Northville	White Plains
Freeport	Nyack	Whitesboro
Garden City	Oriskany	Williamsville
Gardiner	Ossining	Wingdale
Gasport	Oyster Bay	Winterton
Ghent	Palatine Br.	Woodbury
Glen, The	Parksville	Woodhaven
Glen Cove	Patchogue	Woodmere
Glens Falls	Pawling	Woodridge
Gloversville	Peekskill	Woodstock
Goshen	Pelham	Wurtsboro
Gowanda	Pelham Manor	Yonkers
Granville	Phillipsport	

In Rochester, where a referendum resulted in a small majority in favor of standard time, many industrial concerns alter their schedules so as to give employes the benefits of Daylight Saving.

MASSACHUSETTS

Observance required by State law.

MICHIGAN

Practically every community in the entire State now follows Eastern Standard Time the year 'round.

MINNESOTA

Minneapolis: Unofficial observance in business establishments.

NEW HAMPSHIRE

Has a State law, similar to that of Connecticut, prohibiting the observance of other than Eastern Standard Time.

Notwithstanding this law, the following cities and towns are reported as planning to observe Daylight Saving by starting the working day in industrial establishments, stores and offices one hour earlier during the period from April 28 to September 29:

Bartlett	Lakeport	Portsmouth
Berlin	Lincoln	Raymond
Concord	Manchester	Salem
Derry	Nashua	Seabrook
Franklin	Newton	Westville
Hooksett	Penacook	Wilton
Laconia	Plaistow	Windham

NEW JERSEY

Asbury Park	Hackettstown	Pitman
Atlantic City	Haddonfield	Plainfield
Atl. Highl'nds	Ham'nton	Pleasantville
Barnegat City	Harrison	P't Pleasant
Bayonne	Hasbr'k H'g'ts	Princeton
Belleville	Hawthorne	Rahway
Belmar	Highlands	Raritan
Bloomfield	Hightstown	Red Bank
Bernardsville	Hoboken	Ridgewood
Boonton	Irvington	Riverton
Bordentown	Jersey City	Roosevelt
Bound Brook	Kearney	Roselle
Bradley Beach	Keyport	Rumson
Bridgeton	Lakehurst	Rutherford
Burlington	Lakewood	Seabright
Butler	Lamb'tville	Sea Isle City
Caldwell	Lodi	Secaucus
Camden	Long Branch	Somerville
Cape May	Lyndhurst	SouthAmboy
Carlstadt	Madison	South Orange
Carteret	Manasquan	Sp'g L'ke B'h
Chatham	Milltown	Summit
Collingswood	Millville	Sussex
Cranbury	Monm'th B'h	Swedesboro
Cranford	Montclair	Tenafly
Dover	Morristown	Toms River
East Orange	Netcong	Trenton
Egg H'b'r C'y	Newark	Tuckerton
Elizabeth	N. Brunswick	Union
Elmer	N. Bergen	Vineland
Englewood	Nutley	Weehawken
Fairhaven	Ocean City	Westfield
Flemington	Ocean Grove	W. New Y'k
Fort Lee	Orange	W. Orange
Freehold	Park Ridge	Wildwood
Garfield	Passaic	Williamst'n
Glassboro	Paterson	Woodbridge
Glen Ridge	Penns G've	Woodbury
Gloucester	Perth A'b'y	Wrightst'n
Hackensack		

OHIO

Due to demands for Daylight Saving in cities, towns and villages outside the Eastern Time Zone, the entire State was put on Eastern Standard Time, effective April 3, 1927, by order of the Interstate Commerce Commission; a few small towns located near the Indiana State line follow Central Standard time.

PENNSYLVANIA

Aliquippa	Ellwood City	Paoli
Allentown	Erie [1]	Parkesburg
Ambler	Fallstown	Pen Argyle
Ambridge	Gap	Philadelphia
Analomink	Glen Loch	Phoenixville
Atglen	Greenville	Pittsburgh
Bangor	Hamburg	Pocono Sum.
Bath	Henryv'le [2]	Pomeroy
Beaver	Homestead	Pottstown
Beaver Falls	Jenkintown	Quakertown
Bethlehem	Johnstown	Reading
Birdsboro	Kittaning	Rochester
Braddock	Lancaster	Royersford
Bristol	Langhorne	Schwenksville
Carnegie	Lansdale	Scranton
Catasauqua	Lehighton	Sewickley
Chester	Malvern	Slatington
Christiana	Marcus Hook	Spring City
Coatesville	McKeesport	Stockertown
Conshohocken	McKee's R'ks	Stroudsburg
Corsopolis	Media	Swarthmore
Cresco	Monaca	Tarentum
Danielsville	Mt. Pocono	Thorndale
Del. Water G.	Mountville	Trainer
Downingtown	Nazareth	Wayne
Doylestown	New Bright'n	Wernersville
Dravosburg	New Hope	West Chester
Easton	Newtown	W. Pittsburgh
E. Pittsb'gh	Norristown	West Willow
Eddystone	Northampton	Whitford
Elizabeth	Palmerton	Wind Gap

[1] During June, July and August.
[2] During July and August.

RHODE ISLAND

Entire State

VERMONT

Bennington	South Shaftsbury
Burlington	

TERRITORY OF HAWAII

Honolulu and throughout Territory.

INDIANA

Connersville	Hobart [1]	New Carlisle
Crown Point	Ind. Harbor	Richmond
Elkhart	Kendallville	Rome City
Fort Wayne	Lagrange	South Bend
Gary	La Porte	Valparaiso
Goshen	Mich. City	Whiting [1]
Hammond	Mishawaka	

[1] In March, 1936, began to observe Eastern Standard Time the year 'round.

CANADA

Amherst, N. S.
Aurora, Ont.
Beauharnois, Que.
Bowmanville, Ont.
Brampton, Ont.
Burlington, Ont.
May 3-Sept. 15
Chicoutimi, Que.
May 2-Sept. 26
Coaticook, Que.
Cobourg, Ont.
May 18-Sept. 19
Cooksville, Ont.
Cornwall, Ont.
Cowansville, Que.
Danville, Que.
June 11-Sept. 30
Dolbeau, Que.
Drummondville, Que.
Dunnville, Ont.
Erindale, Ont.
Estevan, Sask.
C.S.T. all year
Farnham, Que.
Fort Erie, Ont.
Fort William, Ont.
Gananoque, Ont.
Granby, Que.
Grand Mere, Que.
Guelph, Ont.
May 10-Sept. 7
Halifax, N. S.
May 30-Sept. 13
Hamilton, Ont.
May 2-Sept. 12
Hawkesbury, Ont.
Hull, Que.
Kingston, Ont.
Lachute, Que.
Leaside, Ont.
Levis, Que.
Magog, Que.
Matane
Metis Beach
Moncton, N. B.
Montreal, Que.
Napanee, Ont.
June 28-Aug. 30
Niagara Falls, Ont.
Oakville, Ont.
Orillia, Ont.
Oshawa, Ont.
Ottawa, Ont.
PortArthur, Ont.
E.S.T. all year
Port Colborne, Ont.
Port Hope, Ont.
June 1-Sept. 8
Quebec, Que.
Regina, Sask.
C.S.T. all year
Richmond, Que.
St. Catharines, Ont.
St. Jerome, Que.
Saint John, N. B.
St. Johns, Que.
St. Lambert, Que.
Sh'winig'n Falls, Que.
Sherbrooke, Que.
Sorel, Que.
Speedwell, Ont.
Sudbury, Ont.
June 8-Sept. 6
Thorold, Ont.
May 31-Sept. 7
Three Rivers, Que.
Timiskaming, Que.
Toronto, Ont.
Trenton, N. S.
Valleyfield, Que.
Verdun, Que.
Victoriaville, Que.
Waterloo, Que.
Welland, Ont.
Westmount, Que.
Weston, Ont.
Weyburn, Sask.
May 1-Aug. 31
Whitby, Ont.
Yorkton, Sask.
C.S.T. all year

IN EUROPE

The following European countries will observe Daylight Saving in 1936 during the respective periods indicated:

Great Britain and Northern Ireland, from April 19 to October 4.

France, from March 28 to October 4.

Belgium, from April 19 to October 4.

The Netherlands, from May 15 to October 3.

Portugal, from March 29 to October 4.

SOUTH AMERICA

Daylight Saving will be observed in the Argentine from November 30, 1936, for six months.

Network Program Shifts On Daylight Saving Time

WITH the introduction of daylight saving time on April 26, the following network programs have shifted their broadcast time. The entire schedules shifted to daylight time when the change was made, the listings thus remaining the same with the exception of the programs listed here:

CBS

Pet Milk Sales Corp., St. Louis (canned milk) to Tues., Thurs., 12:15-12:30 p. m. Originates KMOX and is not heard in New York.

A. S. Boyle Co., New York (Old English floor wax) to Tues., 8-8:30 p. m., with rebroadcast 12:30 a. m.

Atlantic Refining Co., Philadelphia (petroleum products) to Sat., 7:30-8 p. m.

Continental Baking Co., New York (Wonder bread) Mon. thru Friday, rebroadcasts shifted to 11:15 p. m.

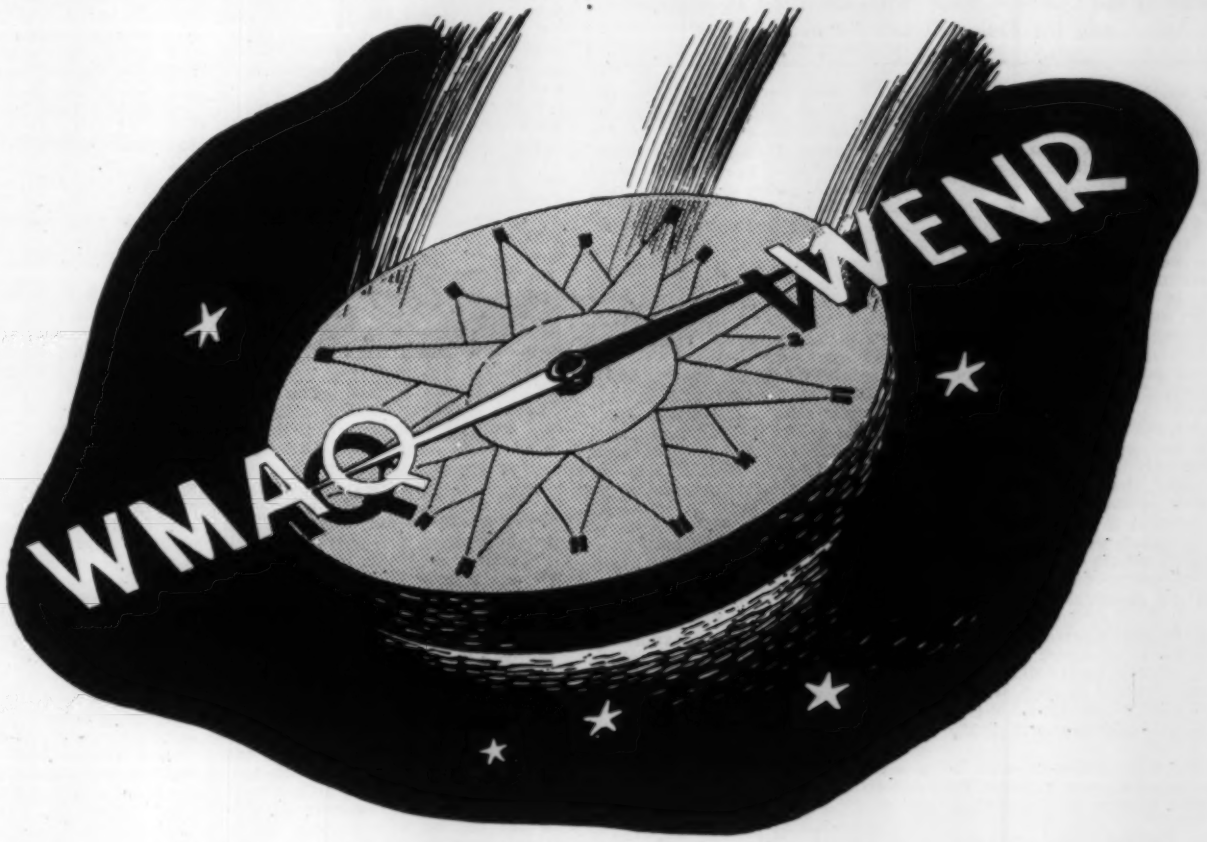
Fels & Co., Philadelphia (Fels-Naptha soap) to Tues., Thurs., 12:15-12:30 p. m. (WABC, WCAU only).

NBC

Macfadden Publications Inc., New York (True Story magazine) to Fridays, rebroadcast shifted to 12:30 p. m.-1 a. m.

MBS

Lady Esther Co., Chicago (cosmetics) to Sun. 6:30-7 p. m., over WGN, CKLW, WFIL, WCAE, WBAL, WLW.



POINTING TO GREATER SALES

Prime movers of merchandise, WENR and WMAQ have pointed the way to greater sales to many an advertiser in America's second market. Either station reaches, attracts and influences a major portion of the tremendous purchasing power in this rich territory. Let us point out to you how they do it.

WENR
50,000 WATTS
NBC Blue Network

WMAQ
50,000 WATTS
NBC Red Network

CHICAGO

Two of NBC's Managed and Operated Stations

Merchandising Notes

Pictures at the Door—C'mon in!—Attention Druggists—Appearing for Fels—Elgin's "America First"

MILLS BAKING Co., Detroit subsidiary of the Continental Baking Co., is making a house delivery of fan mail pictures of Ann Worth, heroine of their radio scrip show, *Ann Worth, Housewife*, broadcast five days weekly on WXYZ, Detroit, and the Michigan Network. The Mills Baking Co. provides house delivery of its products and the drivers make the picture presentation in response to letters written in by the radio listeners to *Ann Worth, Housewife*.

The build-up on the give-away was started recently in the theme of the story, Ann Worth entering her picture in a national magazine's contest for the perfect housewife and winning first prize. The announcer informs the radio audience that they may have an autographed picture upon written request. Several thousand requests came in the first week. Canadian listeners, and others off the routes of the Mills bakegoods deliverymen received their photos by mail.

* * *

DURING the first quarter of 1936, WOR, Newark, received 873,347 pieces of listener mail, 89.9% of all the mail received in 1935, which totaled 971,405. In 1934, WOR handled 537,719 pieces and in 1933, 710,692.

The increase in audience mail is traced to the station's increase to 50,000 watts, granted in the spring of 1935.

For the first week in April the ten top mail "getters" were:

Proctor & Gamble (Oxydol)	13,282
Vim Electric Co.	3,578
American Washing Machine	3,154
Purity Bakeries Corp.	2,205
Gordon Baking Co.	1,814
Ex-Lax	1,569
Bathasweet	1,517
Martha Deane (participation)	1,402
Illinois Meat Co.	1,215
Uncle Don (children's hour)	1,199

The total of all fan mail for the week was 37,694, compared with 24,876 the same week in 1935; 15,758 in 1934; 27,186 in 1933.

The leader of the above list, Proctor & Gamble, was offering a special premium and each listener had to send in 10 cents and a label from a package of Oxydol to obtain the premium. Most of the other mail was in response to free samples or other types of offers.

* * *

SPECIALIZED surveys to determine the program preferences of doctors, lawyers, school teachers, clerks, laborers, housewives, boys and girls, and adolescents, have been started by Leo Col, merchandising director of WMT, Waterloo, Ia. The material will be used as a basis upon which programs for WMT will be built and sold for specific audiences.

* * *

KMBC, Kansas City, has issued a colored folder titled *C'mon in!* to promote its early morning farm program. It is well illustrated and contains an insert exploiting KMBC coverage. Attached is a business reply card offering information on the program.

WOAI, San Antonio, sends a list of its drug-sponsored programs each month to druggists in the trading area. Included is information on contests, promotional work and special offers. During the week of May 4 Sommers Drug Stores of San Antonio are holding a Sommers-WOAI-Radio Week, featuring products advertised on the station. Window displays and counter decorations promote these products and newspaper advertising features radio artists and WOAI-Sommers tieins.

Recently WOAI obtained permission to take photographs in several public schools. "How many of you have heard the radio program called the *Texas Rangers*," groups of children were asked. The response was almost unanimous in every case. Kellogg Co. sponsors the program, with N. W. Ayer & Son Inc. as the agency.

* * *

CBS has published a neatly illustrated and quick reading brochure on the success of Ward Baking Co.'s *Scoop Ward* merchandising, which included a club in which 700,000 adolescents had enrolled in 13 weeks, with requests coming in at the rate of 12,500 a day.

"Sales have increased considerably and indications are that the good will and increased business which this program has brought us will be permanent," the sponsor is quoted as saying. A sample continuity is included in the brochure.

* * *

TO PROMOTE their spring and summer enrollment, the Miami (O.) Jacobs Business College is carrying a series of 18 spot announcements over WHIO, Dayton. Copy for announcements is written by the present students at the school, with the best copy receiving $10 as prize. Judges will be WHIO officials and best 18 spots of 30 words each will be used in the campaign.

TIDE WATER OIL Co., New York (Veedol) is making a "we foot the bill" offer over the five stations included in its spot campaign in Tide Water territory, offering to replace the Veedol oil put into the crankcase with any other make of oil after a period of ten days if the purchaser is dissatisfied.

Motorists who try out the money-back offer must obtain from their Veedol dealer a sales slip as proof of purchase. If they wish to have the Veedol oil drained after the trial period and replaced with another brand the sales slips are forwarded to the New York office of the oil company. The offer is being advertised on the air only. Lennen & Mitchell Inc., New York, is the agency, also handling Old Gold cigarettes and Woodbury soap money-back offers.

* * *

FELS & Co., Philadelphia (Fels Naptha soap), is sending its broadcast team of Tom, Dick and Harry to cities on its special MBS hookup for personal appearances. The two-fold purpose of the promotional plan is to publicize the broadcast team and advertise the product.

Starting the tour in Cleveland, where the program is broadcast on WGAR, the team appeared before civic clubs, food and drug distributors groups and hospitals. The itinerary of the Fels group includes Chicago, Cincinnati, Newark and New England. Young & Rubicam Inc., New York, is the agency.

* * *

WRC and WMAL, Washington, are "naturals", Vincent F. Callahan, commercial manager, wants advertisers to know. To convince them he has mailed a promotion folder with two dice attached. The dice add to 7. Title of the promotion piece is *From 7 to 11 It's a Natural*, referring of course to 7 a. m. and 11 p. m.

* * *

ABOUT everything in the way of data about Texas can be found in the *Texas Almanac*, 1936 edition, just published by A. H. Bello Corp., Dallas. Considerable information on the Texas Centennial is contained in the current edition. The Almanac was first published in 1857.

PROFESSOR AN EDITOR—As head of "Kaltenmeyer's Kindergarten", sponsored on an NBC-Red network by Quaker Oats Co., Prof. August Kaltenmeyer (Bruce Kamman) has become editor of the Kaltenmeyer Kindergarten Kazette, which has issued its Vol. I No. 1 edition. The account is handled by Lord & Thomas, Chicago.

DEALER display copy and color pages for five magazines are being furnished by the J. Walter Thompson Co., Chicago, for the Elgin National Watch Co., in connection with its offer of $10,000 in prizes in a radio "America First" contest being promoted over 48 stations for high school and preparatory school students.

Twenty chaperoned two-week tours to Yellowstone or Glacier National Parks will be given to that many boys and girls in the contest, which also contemplates the distribution of 50 watches and $1,000 in cash awards. Contestants are asked to write not more than 30 words on "Why Buy America First".

President F. X. A. Eble, of the Elgin Watch Co., says the company is a member of the Made in America Club, of New York, and this effort is the most widespread yet attempted.

* * *

ENOCH MORGAN'S SONS Co., New York (Sapolio), which has just started on an NBC-Blue network with its *Spotless Town Gazette*, mentions chain stores carrying its line and offers a plaskon utility box free to listeners sending in the top of a Sapolio powder can or sales slip. The campaign, placed by Maxon Inc., Detroit, revives the series of Spotless Town jingles, a household name at the turn of the century.

* * *

THE 500th broadcast of the *Lone Ranger* dramatic series was observed in April, the thrice-weekly period having made its bow on WXYZ, Detroit, on Jan. 30, 1933. Since November of that year Gordon Baking Co., Detroit (Silver Cup bread) has been sponsoring the series, now broadcast on WXYZ, Michigan and Mutual networks, and WSPD, Toledo. The feature is said to have established a record for half-hour broadcasts in one series.

* * *

TITLED *Have You Heard This One* a new promotion series by CBS presents thumb-mail success stories of CBS advertisers. The stories are mimeographed on a small-sized letterhead. At the bottom is this printed message: "If you have just heard one . . . about Columbia popularity or features, coverage, etc. and etc. . . . send it in or tell it to the advertising and sales promotion department. It will be circulated on one of these sheets to everybody interested and will help accumulate an informal scrapbook of good stories we all should know."

* * *

RADIO listeners who open a thrift account or make a loan through the Modern Industrial Bank, New York, will be the guest of Gabriel Heatter for a four-hour tour through the NBC studios. The program is heard over the NBC-Blue every Sat. and Sun., 5:45-6 p. m. The response from the first air announcement was so encouraging that the bank will continue the offer indefinitely.

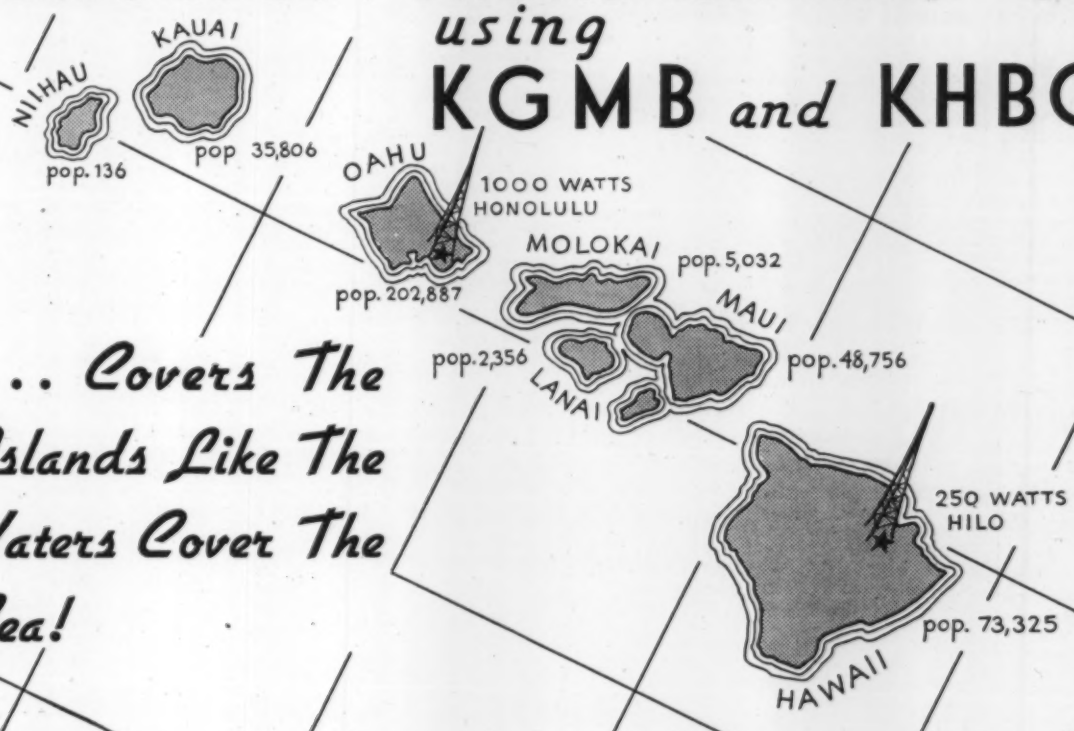
* * *

THE telephone desk of WGAR, Cleveland, has been equipped with a filing index containing names of all clients using the station as well as places selling their products. Hundreds of calls have been received from listeners since the service was installed, according to John Patt, WGAR manager.

HONOLULU BROADCASTING CO., LTD.

using

KGMB *and* KHBC . . .



. . . . Covers The Islands Like The Waters Cover The Sea!

Hawaii Is American

Two thirds of population are American Citizens

Standard of Living Is American

68% of homes have radios
33% of homes have telephones
78% of homes have electric meters
70 Million Dollars worth of Products from Mainland United States enter Hawaiian Island homes annually

English Is the Universal Language

English is spoken and understood by over 90% of the population and has been the language of the schools since 1812.

Radio Is The Universal Voice

To reach the 69,048 modern homes in the Islands—

By printed word—it is necessary to use all of the eight English language papers as well as 31 foreign language and dialect newspapers and magazines published in the Islands, while—

By spoken word—it is only necessary to use The Honolulu Broadcasting Co., Ltd.'s Affiliated Stations KGMB, Honolulu and KHBC, Hilo, as shown on the map above

HONOLULU BROADCASTING CO., LTD. ☆

KGMB
HONOLULU, OAHU

FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. - CHICAGO, 228 N. LaSALLE ST

KHBC
HILO, HAWAII

THIS HAWAIIAN BROADCASTING SYSTEM ADVERTISING DOES NOT COST. . *IT PAYS!*

INSPECTION — Lenox R. Lohr, NBC president, and Chester H. Lang, G. E. advertising manager in charge of WGY, discuss new G. E. metal tube while Lohr visits Schenectady on one of his tours of NBC owned and managed stations.

Want to Listen!

A UNIQUE departure in radio audition invitations has been devised by John Black, New York author, journalist and lecturer. On April 22 he mailed to some 500 advertising executives, station heads, retail and other commercial captains a regular printed invitation requesting the pleasure of their presence at their radios on April 25 to hear his broadcast *Getting Ready for Forty* over WNYC, New York. Bringing out that the program is available for "commercial engagements", the invitation said the program was the fifth in a series titled *Keeping Young After Forty.*

Repeal of Davis Zone Classification Passes Senate and Awaits House Action

REPEAL of the restrictive Davis Amendment to the Radio Law, which limits allocations of broadcasting facilities to zone quotas based on population rather than sound engineering principles, awaits only House approval to become law. The Senate without a dissenting vote eliminated the provision and approved a return to the old law on April 24, after the FCC had recommended this action.

The bill now goes immediately to the House where it will be referred to the Interstate & Foreign Commerce Committee. There is no known opposition to the bill and Chairman Rayburn (D-Tex.), in charge of the bill, has informed BROADCASTING he saw nothing that might block its passage at an early date. The measure then would go to the President for signature.

Always on the Spot

THE Davis Amendment has been the most controverted piece of legislation in radio history. It was placed in the law in 1928, and in 1932 the old Radio Commission set up the so-called quota system, under which specific quotas of radio facilities were set aside for each of the five radio zones and for each state within the zone according to population. While not rigidly adhered to either by the Radio Commission or by the FCC, the effect of the law has been to limit allocations of stations, power and time on the air in the wide open spaces of the West which could accommodate them because of the population limitations.

The Amendment, it is felt, served a useful purpose originally, but had been outmoded for several years. For the last four years Congress has been asked at each session to repeal the provision and permit a return to the old law under which the FCC would not be restricted to allocations according to quota. The new provision of law, as passed by the Senate, would read:

"In considering applications for licenses, and modifications and renewals thereof, when and insofar as there is demand for the same, the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several states and communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same."

The practical effect of elimination of the Davis amendment, it is believed, will be improved broadcasting facilities for many stations, especially those in the local and part-time classifications. This would result, it is felt, under judicious administration of the provision.

Most likely to benefit will be those areas of the West and Midwest, restricted because of sparsity of population, but which technically can accommodate increased facilities. The present quota system automatically would be dissolved and the arbitrary classification of the country into five radio zones disproportionate in size, but practically the same in population, also would be terminated.

Technical Barriers

HOWEVER, it is pointed out that there are few places in the country where new stations can be fitted in without violating technical regulations. Thus, it is felt, there will be no wholesale licensing of new stations but rather improvements in the status of existing stations if the law is administered by the FCC with care and discretion. Some local stations may develop into regional status, while part-time stations, heretofore prevented because of quota restrictions, may blossom into full time outlets.

Even more significant, should all these transpire during the months, would be the possible augmenting of existing limited networks like MBS and Inter-City with such stations of increased status. NBC and CBS also might be interested here and there. Networks have been loath to add 100-watters and more or less scorn part-time outlets.

Broadcasters fear one thing with the repeal of the Davis amendment. They look with concern upon indiscriminate licensing of new stations or of wholesale boosts of smaller ones to the point where their economic security might be threatened through increased competition. They feel such action might have a deleterious effect upon the industry as a whole.

The FCC Broadcast Division, on the other hand, in recent weeks has shown a definite tendency toward exercising extreme caution in parceling out new facilities of any kind. In all important cases it has been designating them for hearing.

Storer and Pickard Sell CKLW Interest

Mr. Storer

DISPOSAL of the American interests in CKLW, Windsor - Detroit 5,000-watt outlet of MBS, to a syndicate headed by E. S. Rogers, president of the Rogers - Majestic Co., Toronto, and operator of the 10,000-watt CFRB, Toronto, was consummated in April. George B. Storer, who founded the station about five years ago, announced he had sold his interests and will retire from the board of Essex Broadcasters Inc., CKLW's American affiliated company. Sam Pickard, CBS vice president and one of the original stockholders, also disposed of his interests.

The reason for the sale to Canadian interests was reported to be pressure from Canadian governmental circles, exerted through the Canadian Radio Commission, although a formal statement from Mr. Storer said that his manufacturing interests are now taking up all of his time. Mr. Storer is president of Standard Tube Co., a steel fabricating concern. He also is chief owner of WSPD, Toledo; WWVA, Wheeling, W. Va. and WMMN, Fairmount, W. Va., and he holds minority interests in WJBK, Detroit, and KIRO, Seattle.

CKLW will remain a member of MBS, and present plans do not contemplate any major staff changes. Arch Shawd will continue to manage the station for the Rogers interests, and Malcolm G. Campbell will continue as president of Western Ontario Broadcasting Co., the CKLW operating company. No changes in the setup of the other Storer stations, whose operating head is J. H. Ryan, of Toledo, are contemplated, and Mr. Storer has stated that he has no intention of selling these interests.

CKLW was originally founded as CKOK, securing a Canadian license on the theretofore unused 540 kc. frequency. Later it was shifted to 1030 kc. The establishment of the station was largely designed to give CBS a Detroit outlet, and until last fall it served as the Detroit unit of that network. In shifts last September WJR left NBC and joined CBS while WXYZ replaced it on NBC and CKLW replaced WXYZ on the Mutual network.

Stoughton With WSPR

MILTON W. STOUGHTON, formerly account executive with William B. Remington Adv. Agency, Springfield, Mass., has been appointed commercial manager of WSPR, Springfield, recently licensed by the FCC to operate on 1140 kc., with 500 watts limited time. The station is operated by the Connecticut Valley Broadcasting Co., of which Q. A. Brackett is president. Mr. Stoughton was sales manager of WBZ, Springfield, in 1928, afterward serving in Chicago as sales representative for Westinghouse stations. When NBC took over programming of Westinghouse stations, Mr. Stoughton was placed in Boston in charge of New England sales.

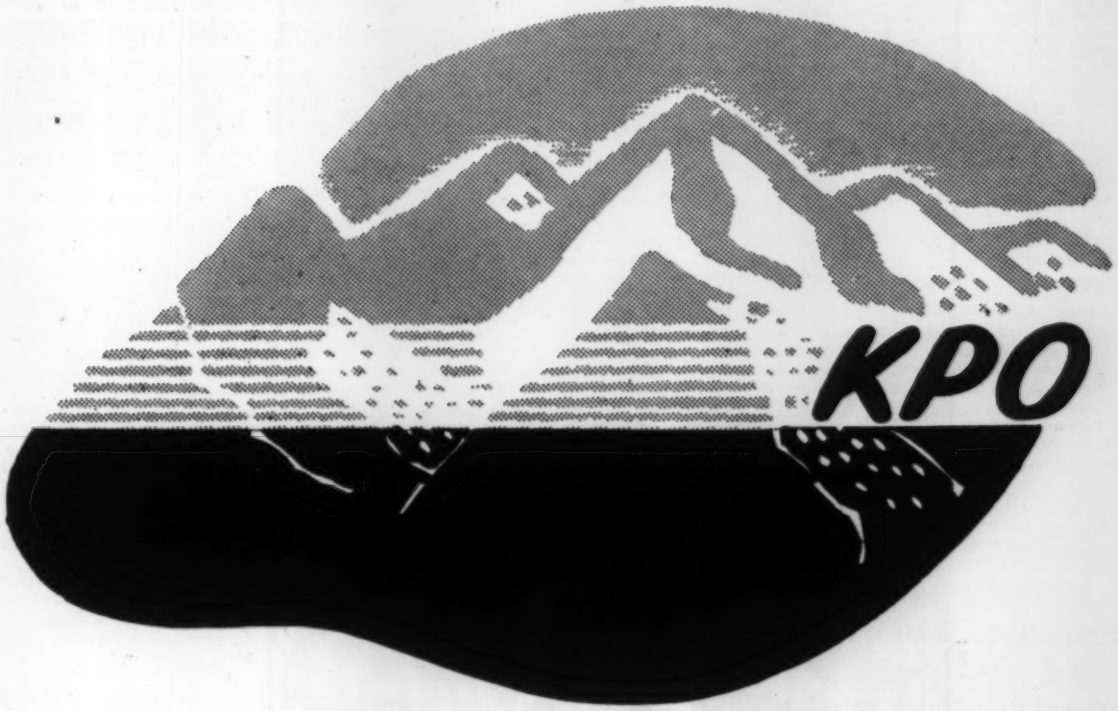
KSD
IN ST. LOUIS

The Pioneer
First in St. Louis

To Establish Listener Protection Against the Unworthy

Since KSD put the first programs on the air the welfare of listeners has unremittingly been guarded against the unworthy. When advertisers became air-minded and began to offer commercial messages, KSD established and has continued a rigorous censorship. Today, it is generally acknowledged that commercial broadcasts over KSD must meet high standards of ethics--a protection which listeners and advertisers appreciate.

Station KSD—The St. Louis Post-Dispatch
POST DISPATCH BUILDING, ST. LOUIS, MO.
FREE & STEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES



LEVELLER OF MOUNTAINS

KPO has a way of hurdling high obstacles. It serves the important communities beyond the mountains in Oregon, Idaho and Nevada —just as well as those in northern California. Let us show you how KPO can put over your local or spot campaign in these areas.

KPO **50,000 WATTS**
NBC Pacific Coast Red Network
SAN FRANCISCO

One of NBC's Managed and Operated Stations

WCAU to Award Prizes To Juvenile Musicians

TO STIMULATE juvenile interest in good music, WCAU, Philadelphia, has announced an annual "Musical Achievement Award" of $500 to be given the outstanding instrumental soloist between grammar and high school ages. Dr. Leon Levy, WCAU operator, announced April 18 that the first award will be given in the latter part of 1936 after an audition board, to be selected, makes its recommendations to a board of governors who will hear the finalists in November.

On the board of governors are seven outstanding Philadelphians, Mrs. Mary Louise Curtis Bok, of Curtis Institute; Eugene Ormandy, conductor of the Philadelphia Orchestra; Alfred Reginald Allen, manager of the Philadelphia Orchestra; J. Francis Cooke, publisher of *Etude Magazine;* Ellis Clark Hammann, of the Philadelphia Art Alliance; George L. Lindsay, musical director of the Board of Education; David Hocker, chairman of the youth committee of the Philadelphia Orchestra.

ENDOWED PROGRAM

Admirer Gives KSTP Fund to Aid Kiddie's Hour

WITH a donation of $600 from an adult admirer of his programs, Thomas Dunning Rishworth, KSTP educational director and "Uncle Tom" of its radio hour, this summer will carry out what is believed to be one of radio's most unique stunts for child listeners.

He will sponsor and act as personal guide for a 12-day tour for his youthful listeners through Glacier Park. Free transportation will be provided for three lads who have been with Tom's hour regularly for the last five years: Bob Savard, Bill and Bob Anderson.

The trip is being inaugurated in the belief that it will whet the youngsters interest in his program, provide new material for his fall series, during which many of those who take the trip are expected to be heard, and also in the belief that it will be of vast educational benefit to the juvenile listeners. The tour will start from the Twin Cities July 26, returning Aug. 6.

Buffalo Local Licensed

ITS six weeks of test operation completed, WBNY, new Buffalo station licensed to Roy Albertson, formerly manager of WEBR, Buffalo, was licensed for full operation April 14 by the FCC. Mr. Albertson, manager, announced that Jack McLean, formerly with WGR and WKBW, has been named production manager, with the announcing staff consisting of Ralph Hubbell, James Wells, William Iverson and Robert Sherry. The studios are located in the Nellany Bldg., and the 253-foot Blaw-Knox vertical radiator is atop a warehouse in East Eagle St. WBNY, Mr. Albertson said, will become Buffalo outlet of the new Empire State Network being organized under the direction of Burt Squire, manager of WINS, New York. It operates with 100 watts night and 250 watts day on 1370 kc.

NBC page and messenger boys at Chicago are being taught sound effects under direction of M. W. Wood, chief NBC Chicago sound effects technician.

S. Gordon Persons Group Leases WAPI

College-Owned Station Will Be Operated Under 15-Year Pact

Mr. Persons

WAPI, Birmingham, within the next ten days will be leased to new operators for a 15 - year term, bids on operation contract covering the state - owned station having been received in Birmingham April 20. According to usually reliable reports, the station will be leased to interests headed by S. Gordon Persons, operator of WSFA, Montgomery, and an NAB director, who in recent months has been holding the federal post of chairman of the Rural Electrification Authority for Alabama. The new operator, under the lease terms, is to take over the station Aug. 15, 1937, guarantee the installation of a 50,000-watt transmitter, assume all legal responsibility and pay an agreed annual fee for the use of the property.

The station is owned jointly by the University of Alabama, Alabama Polytechnic Institute and Auburn University, and for several years has been operated under lease by B. H. Hopson, who, so far as is known, has made no offer to renew.

Three Bids Considered

WHEN original bids were considered, the three bidders whose propositions were kept open were Mr. Persons; Continental Radio Co., Scripps - Howard subsidiary, which has withdrawn its bid, and Ed Norton, formerly with WMBR, Jacksonville, Fla. There were several other bidders, but the committee representing the three institutions and the State of Alabama, eliminated them from further consideration. These included Victor Hanson, publisher of the *Birmingham News* and *Age-Herald,* which originally owned WAPI but which turned it over some years ago to the state. Mr. Hanson's newspapers recently purchased WSGN, Birmingham. Another bidder was Maison Blanche stores, operating WSMB, New Orleans.

Newspaper Gets Three

SALE of KGGM, Albuquerque, N. M., to the *Pampa* (Tex.) *Daily News* interests, subject to FCC approval, was consummated in April. J. Lindsey Nunn, publisher of the Pampa newspaper, and Gilmore Nunn, his son, who is general manager of the newspaper, purchased the station from A. R. Hebenstreit. The Nunns recently opened KPDN, new 100-watter in Pampa, and several weeks ago, in partnership with Charles C. Alsup, purchased 33⅓% interest each in KICA, Clovis, N. M. Mr. Alsup is commercial manager of KICA. Charles T. Miller and Leonard E. Wilson, the latter manager of KICA, thereupon purchased KIDW, Lamar, Colo. 100-watter. The Nunn family last month also purchased the *Lexington* (Ky.) *Herald.*

NBC has shifted the *National Farm & Home Hour* to 11:30 a. m. (EDST) on the Blue network six days a week following the change to daylight saving time April 26.

CALIFORNIA is
2nd in Cosmetic sales
2nd in Automobile sales
3rd in Drug sales
5th in Food sales
4th in Total Retail sales of the entire nation.

Advertisers seeking intensive coverage of the 4th market of the nation find that Don Lee Network's strategically located stations give them smashing localized coverage of California.

• The Don Lee Network consolidates into one great primary audience the listeners of these important concentrated markets.

• A station with local prestige plus network popularity . . . COVERAGE WITHOUT WASTE.

• For spots or Network, write or wire:

DON LEE BROADCASTING SYSTEM

★ THE ONLY CALIFORNIA NETWORK ★

They wrote behind our back!

Two of the country's foremost radio station managers, replying to inquiries from other station managers, wrote more enthusiastic ads for ASSOCIATED RECORDED PROGRAM SERVICE than we have yet written.

Here are excerpts from their letters:

"Behind-Our-Back" Writer No. 1 said:

"I have checked over practically all of the available recorded services and, without doubt, Associated is the best. Their library is so built that you can handle any kind of program production required on any station . . . I am sure you will find that you will have no difficulty in selling a big portion of the library to local sponsors."

"Behind-Our-Back" Writer No. 2 said:

"In our experience we have never had such recordings as those recorded by Associated Music Publishers. They have spared no expense to make their output perfect . . . We are using it to good advantage and, during an entire year, we think our sales will come within 20% of its entire cost—and I think that as time goes on we will make a profit on it. We would not be without it even if we got less than 50% return of the cost."

Welcome!

to ASSOCIATED

WHN, New York

KLZ, Denver

KSO-KRNT, Des Moines

WIOD, Miami

Well, there's not much we can add to those statements. So we'll merely invite you to hear some of the recordings from the Associated library which now contains more than 1400 titles, ranging from grand opera to all the current TOP TUNES. You will agree, we believe, that these recordings are superior to anything you have heard. Meantime, write for a copy of our new brochure.

Associated
Recorded Program Service

"....that can handle any kind of program production required on any station."

Produced by

ASSOCIATED MUSIC PUBLISHERS INC. 25 WEST 45th ST. NEW YORK CITY

KWKC Allies to KWTO And Reorganizes Its Staff

HAVING secured authority from the FCC to change its call letters to KCMO, the former KWKC, Kansas City 100-watter, has been reorganized under the direction of Lester E. Cox, operator of KWTO-KGBX, Springfield, Mo., and A. F. Schliecker has been named general manager. The station will be sold in combination with the Springfield station under a joint rate. Formal change to the new call letters awaits removal to new downtown studios.

Mr. Cox and Thomas L. Evans, Kansas City businessman, have contracted with Mrs. Wilson Duncan, widow of the late owner of the station, to operate it, and the FCC has authorized the temporary use of the old transmitter of KGBX. Henry H. Pattee has been appointed program director; Al B. Gregory, news director; Terry O'Sullivan and Moreland Murphy, announcers.

College Disc Exchange

PLANS for a transcription library service for educational broadcasting stations are being formulated under the direction of Carl Menzer, manager of WSUI, University of Iowa station at Iowa City, who will explain the project before the meeting of the National Association of Educational Broadcasters to be held during the annual meeting of the Institute for Education by Radio at Ohio State University, Columbus, May 4-6. The service will be known as a Transcription Exchange, and tentatively it is planned to rotate a high-grade recording machine among the various college stations so their usable broadcasts can be repeated elsewhere. Already such a recorder has been installed at WHA, Madison, with talks, dramatizations and university band selections placed on discs.

DEISEL - WEMMER - GILBERT Corp., Detroit (R. G. Dun cigars) has contracted for a 13-week campaign of daily announcements on WISN, Milwaukee. Simons-Michelson Co., Detroit, is agency.

Ice Man and Railroads

By Station Break

THE ICE MAN and the railroads brought this one to mind. More specifically . . . Mary Pickford's program for the ice industry and the reported lifting of the ban on broadcast advertising by several groups of railroads revived our interest in radio as a medium for cooperative advertising.

* * *

COOPERATIVE campaigns are growing in number . . . due to the fact that competition is becoming more and more a matter of entire industries pitted against each other. *This trend will continue in volume and intensity.*

* * *

TO OUR way of thinking . . . radio has received too small a share of the cooperative advertising dollar. It seems as if the same conservatism which has brought many industries to the point of needing cooperative campaigns to pull them out of the hole has dictated their choice of older advertising media . . . *in spite of the needs of the situation.*

* * *

IT SEEMS to us that radio is the ideal cooperative advertising medium. Cooperative advertising has two main objectives . . . reaching as many prospective customers as possible . . . and educating them to want the product or service in question.

* * *

RADIO affords ready contact with large numbers of potential listeners . . . with nearly three out of every four homes. A skillful program will win the *immediate* attention of many of these.

* * *

RADIO is a news medium. To the extent that the information regarding the product is *new or at least novel* . . . and to the extent to which it is presented in *dramatic* fashion . . . it will more readily win a hearing. There are many classes of products in which listeners have a considerable interest, and with regard to which information as to developments will constitute *news.*

* * *

RADIO is educational. The principal job of cooperative advertising is an educational one. An educational message tends to be more convincing *when backed by the emotional power of the human voice* than when presented in cold print. The possibility of *dramatizing the usefulness* of an article also recommends broadcasting to the cooperative group.

* * *

REMEMBER . . . cooperative campaigns are *not interested in brands* but in *classes of commodities as a whole.* Brand ballyhoo is not necessary . . . which simplifies the problem of the radio copy and adds materially to its potential effectiveness.

* * *

RADIO lends itself *particularly well to coordination with dealer promotion and point-of-purchase advertising.* It is easier to merchandise radio advertising in dealer outlets than probably is the case with any other medium. This means that the individual companies cooperating in the campaign will find it especially easy to tie in the campaign with their own sales efforts . . . a point where so many cooperative efforts break down.

* * *

AND LET'S not forget the *good will* value of radio! Many industries . . . especially the older and more self-satisfied ones . . . need consumer good will in large quantities. We don't mean to infer that no

709 REPLIES a Minute!

(THAT'S "TOPS")

31,909 replies from three, 15 minute programs. That's "tops" in productive results.

WIBW *will produce* FOR YOU

Our experienced merchandising staff knows the proven methods of appeal to the large Kansas buying audience. They will help make your next campaign a success . . . to merchandise it throughout . . . to set new peaks of distribution. Others have discovered that WIBW produces low-cost results! Why don't you?

REMEMBER . . . . . KANSAS BUYS AND YOU CAN'T REACH KANSAS WITHOUT WIBW

FREE RECORD. If you keep a record of program response, here's what you've been looking for! A conveniently ruled, Program Response Record Book. Send for your free copy! Address WIBW or our nearest office.

Dr. W. B. Caldwell, Inc.
MONTICELLO, ILLINOIS
March 27, 1936
WIBW
Topeka, Kansas
Gentlemen:
We have just completed an analysis of the 31909 Cook Book requests received from your station.
Remember, this offer was only made during three fifteen-minute programs. The requests were received from 48 states and a larger proportion of requests were received from territory considerably beyond your advertised non-restricted area.
WIBW led the list and we congratulate you on the splendid work you have done on "The Monticello Party Line". We were pleased to send you a contract for an additional 26 weeks. Here's hoping that your listeners will continue to enjoy the friendly chatter on "The Monticello Party Line" for a long time to come.
Cordially yours,
DR. W. B. CALDWELL, INC.
Vice President
MCH-N
During this week you have broadcast Sara Peters's flower seed offer. From the tremendous number of requests we are receiving from your territory, it looks as if WIBW will again lead all stations.

WIBW TOPEKA KANSAS

Owned and operated by the Capper Publications
Don Searle . . .
General Manager.

Represented by the Capper Publications
WIBW — THE VOICE OF KANSAS

New York	420 Lexington Ave., Mohawk 4-3280
Chicago	180 N. Michigan Ave., Central 5977
Kansas City, Mo.	21 W. 10th St., Harrison 4700
Cleveland	1013 Rockwell Ave., Cherry 5775
Detroit	General Motors Bldg., Madison 2125
San Francisco	201 Sharon Bldg., Douglas 5220

cooperative advertising has been done over the air. In recent years paints, coffee, oranges, grapefruit, prunes, lamb, fresh fish, sardines, salmon, gas appliances, cement, harness, ice, milk, crabmeat, and travel resorts are among the products which have been advertised cooperatively on the radio. But there's been too little of it. It's time precedents were smashed on this point!

* * *

IMAGINE railroads refusing to use radio after the success of the C & O!

* * *

WHILE we're on cooperation . . . there are other types of cooperation which can be engendered by the radio. One of these is employe cooperation. A & P was wise is using Kate Smith for more than advertising coffee. Her appearances at large meetings of employes in various centers . . . her speaking of "my" company . . . made her the personal representative of the company. "Like me, like my company," if you will. Don't forget that A & P had a strike recently . . . Someone thought fast and straight to the line.

* * *

IN THE same tenor . . . we like Philco's idea of sponsoring an all-employe-dealer amateur hour over a Philadelphia radio station . . . There are approximately 10,000 persons who help either to make or sell Philcos.

* * *

WE ALSO like the MBS department store cooperative broadcast. It's one of the smartest things done in retail radio advertising thus far. It suggests a much wider use in developing local cooperative dealer campaigns of various types.

* * *

A NOTE for next month . . . By somewhere in the neighborhood of June 15 two billions of dollars will be placed into circulation by the bonus. It is estimated automobiles will get 100 million . . . wives' and children's clothes more than 80 million . . . and about 17 millions for apparel for the bonus recipients themselves. *A retail advertising opportunity in almost every town and hamlet* . . . and a national one as well.

Two FTC Citations

UNFAIR competition is charged by the Federal Trade Commission in a complaint against Grove Laboratories Inc., St. Louis (proprietary) for alleged claims that it will "kill colds dead" and "strike at the cold itself, not merely at the symptoms". Twentieth Century Business Builders Inc., Chicago is charged with operating an unfair puzzle contest and with misrepresenting the value of merchandise for which credit vouchers have been awarded.

. . . . with

INTELLIGENT COORDINATION

Producing the type of network facility that offers the highest order of interest - arresting and attention - holding program, coupled with advertising productivity, the Affiliated Broadcasting Company went on the air on April 18th.

No blaring of trumpets nor sounding of keynotes marked the opening of the initial program — just a good, workmanlike job done in a sound and intelligent manner—that's the A B C story. A story based on intense coverage in a concentrated area.

Combining the Facilities of:

WIND ---------- Gary	WISCONSIN GROUP:	INDIANA GROUP:
ILLINOIS GROUP:	WHBY ------ Green Bay	WEOA ------ Evansville
WJBL ---------- Decatur	WOMT ------ Manitowoc	WBOW ---- Terre Haute
WCLS ---------- Joliet	KFIZ ------ Fond du Lac	WLBC ---------- Muncie
WTAX ------ Springfield	WRJN ---------- Racine	WTRC ---------- Elkhart
WHBF ----- Rock Island	WCLO -------- Janesville	WWAE ------ Hammond
WIL ---------- St. Louis	WHBL ------ Sheboygan	
	WKBH -------- La Crosse	
	WDGY Minneapolis, Minn.	
	WKBB --- Dubuque, Iowa	

State groups available separately if desired. Station WIND, Gary, may be included with any state group, if available.

. . . . all are Proved Stations!

Write for detailed coverage data

AFFILIATED BROADCASTING COMPANY

Entire 42nd Floor, Radio Tower, Civic Opera Bldg., Chicago

Lincoln Building, New York — New Center Building, Detroit

BROADCASTING and Broadcast Advertising

Published by
BROADCASTING PUBLICATIONS, Inc.

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J. FRANK BEATTY, Managing Editor • BERNARD PLATT, Circulation Manager

Rates a la Card

THE OLD bogey of national versus local rates has bobbed up again. Efforts were made by the agencies handling the new Ford spot campaign to place it at local rates. The program is national, just as is the record-breaking Chevrolet series now running in its second year.

We don't blame Ford or its agencies for attempting to secure the lowest possible rates. But we do blame the stations that yield to their importunities. The business is there just the same at the national rates, and acceptance at lower than what the card specifies is a showing of weakness that long has stigmatized many stations and lost the respect of all with whom they do business, not to say their own self-respect.

We doff our hat to Ed Craney, enterprising owner of KGIR, Butte, Mont., for fighting this issue through in Montana. He used good sense in bringing home to his broadcaster-colleagues the fact that if the Ford account was accepted at other than national rates, then Chevrolet and a host of other spot accounts, with local dealer tie-ins, would have to be accorded this rate benefit if discrimination were to be avoided.

Many stations have found the solution of the rate problem in resorting to one rate. That, to us, seems to be an equitable, foolproof and sound policy.

Seeing the Light

PRAISING with a few faint—very faint—damns, the ANPA report on radio's relationship with the press marks the end of an era of bitter antagonisms that really came to an end, though many publishers were too obtuse to admit it, several years ago when radio proved it could gather its own news, fight its own battles and generally get along without those newspapers that refused to recognize that it was here to stay as a news and advertising medium. On our part, we are glad to welcome the proffers of cooperation from the press at large in maintaining radio along with the press as "free institutions".

Chairman Harris' committee report was filled largely with truisms that almost any radio executive, and certainly the great mass of radio executives who came to the broadcasting field from the ranks of journalism, have cited again and again over a period of years. Its left-handed censure of UP and INS for selling news to radio stations for sponsorship purposes is practically the only objectionable part of the report, and that subject was definitely settled by the two press associations themselves a year ago. It is needless to argue the erroneous basis of the charge that news on the air is being "comingled" with advertising, and hence threatens the precious institution of honest reporting, beyond repeating what everyone in radio knows—that competent editors, every whit as well qualified as newspapermen, which they really are, handle radio news and that the sponsor has no more to do with the news content of broadcasts than has a newspaper advertiser.

The publishers have come to the viewpoint that most of us in radio have held and preached for years—that there is room in the news and advertising field for both; that radio must be maintained as free as the press; that the federal government's license control over physical facilities of the ether should not be exerted to thwart freedom of speech and opinion; that "the functions of the newspaper and of radio are so closely allied that the future welfare of this country may depend upon the continuance of both of these media as free institutions." Indeed, the ANPA report came within a hair's breadth of arguing our own long-standing insistence that radio licenses should be issued for three-year instead of mere six-month periods as a safeguard against political domination or reprisal.

No Boondoggle This

REVEALING as are the findings published in the April 15 issue on use of free "radio advertising" by the Federal establishment, nothing stands out so much as the WPA "radio workshop" experiment undertaken at a cost of $75,000 work relief funds by the U. S. Office of Education. Without in the least disparaging the motives of Dr. Studebaker and Mr. Boutwell in attempting to show the way to other educators toward the proper use of radio facilities, we think the same money might be spent to better advantage in at least one other direction.

So far as work relief is concerned, the project now employs only 50 persons, two of them "borrowed" at executive salaries from one of the networks and the rest taken off other WPA and CCC rolls. So far as pointing the way to other educators is concerned, we seriously doubt whether this inexperienced little group in the short space of six months can accomplish that long-sought end. Certainly the first few programs, which could be written just as well if not better by any one of dozens of continuity writers we know, did not represent any great forward step toward that end; indeed, almost unfairly, some of the press greeted these first efforts with the well known "razz".

We think we can suggest a much more effective, far-reaching and permanent use for that $75,000 fund and perhaps for that selfsame staff of young zealots whom Mr. Boutwell has gathered around him. At the various colleges and universities that are now carrying radio programs more or less regularly, with the willing cooperation of the broadcasters, some excellent work is already being done; more than that, nearly every educator has his own idea (and the number of educators and ideas is legion) as to how radio should be used in education.

Why not establish a central Federal agency to gather and make available to any and all educators not only these ideas but the actual success stories of those now using radio in education, either in the form of program scripts, disks or books of direction. Thus, for example, the work of Levering Tyson and his National Advisory Council on Radio in Education, the successful educational programs of Prof. Waldo Abbot at the University of Michigan, the radio ideas of Dr. Walter Pitkin of Columbia University, the mass of radio material already compiled by Dr. Cline Koon of the U. S. Office of Education, and perhaps even the thoughts of that redoubtable crusader, Joy Elmer Morgan of the National Education Association, could be made available through one central and official clearing house. These are only a few of the hundreds of available sources of material that come immediately to mind.

It certainly is not up to the commercial broadcasters to do this job, for they have met their obligations by their willingness to carry educational programs without charge, provided only that such programs have audience interest. Today there is no such central agency for the exchange of experience and ideas, and it is idle to expect the educators, divided so hopelessly among themselves when it comes to the subject of radio, to establish one. Here is a plan that will meet *all* their needs, that will furnish "tailor-made" scripts and proved experience to educators casting about for proper ways to use radio—a plan for a constructive agency to which the onerous term "boondoggle" could hardly be applied even if it is supported by Federal funds.

The RADIO BOOK SHELF

SOME years ago John Caples really started something when he conceived that epochal line: "They laughed when I sat down at the piano". Mr. Caples, now in charge of testing advertising at Batten, Barton, Durstine & Osborn Inc., has started something with his new *Advertising for Immediate Sales*, Harper & Bros., New York ($3). He has started a lot of people reading about modern advertising methods. A chapter devoted to radio reviews many of the outstanding radio successes and recites basic principles of broadcast advertising. A foreword is contributed by Bruce Barton.

NBC is distributing to advertisers a general edition of its *Let's Look at Radio Together*, originally published in limited edition for agencies. It contains a simple, illuminating story of radio's value as an advertising medium, based on a two-year survey of broadcast advertising.

We Pay Our Respects To —

HUGH KENDALL BOICE

COLD FIGURES, telling the statistical story of record sales achievements, may delight the business office and the stockholder, but it is always pertinent to inquire into the personalities behind those figures and the policies that produced them. Thus the CBS March billings of $2,172,282, which carried network radio beyond the $2,000,000 mark for the first time and represented the best month in the history of any radio network, focus the spotlight on William S. Paley and his smooth-working CBS organization as a whole. They are ample tribute in themselves to the astute direction and policies that CBS enjoys, not to mention the fact that they are indicative of the growing acceptance and power of broadcasting as an advertising medium.

Contemplating the remarkable monthly figures of CBS, which also brought its first quarter of 1936 to record proportions for any network, the inquirer inevitably turns his attention to the man whose particular job in the organization is the heading up of sales. He is Hugh Kendall Boice, since 1930 sales vice president of CBS, a tall, dark-complexioned, personable chap who, as you talk to him, impresses you as having a sort of quiet vigor and thorough command of every situation arising in his field.

"Ken" Boice will be the first to give credit for CBS' great achievements to the organization as a whole and to his dynamic assistants and sales and promotion force in particular. He would be the first to assert that neither he nor any single individual is alone responsible for his company's success. He has his own formula for selling radio time, to be sure, but that formula is based on the cumulative experience and ideas and team work of the men around him, largely men of his own selection.

Because, as an agency man of long experience he recognized the importance of sales promotion, Mr. Boice was particularly careful in choosing a man to head that department. Paul Kesten, a young man with a splendid advertising record [see this column in the Jan. 15, 1935, BROADCASTING] was chosen for the job. How well he did his work almost any agency and time buyer will attest, and Kesten today is vice president of CBS working with President Paley and Executive Vice President Klauber on general policy matters while the promotion work is carried on by Victor Ratner, who also was brought up from the ranks.

William C. Gittinger is the CBS sales manager and the veteran William H. Ensign is assistant sales manager, both of them top-notchers in their field, according to Mr. Boice. Their sales force is built almost entirely of men with agency experience. At CBS a salesman is assigned to one or more agencies and all of his effort must be confined to this assignment. Salesmen are paid salaries —and the CBS salary scale is a liberal one because these men are selling big bills of goods—because Mr. Boice feels that this method makes for teamwork and that teamwork is an absolute essential in sales effort.

Hugh Kendall Boice was born in Chicago Oct. 14, 1883. His father was engaged in the lumber business with Ferry & Bros., afterwards Cutter, White & Boice in that city. Previously he had been a railroad telegrapher in Utica, N. Y. and a copper mining man in Upper Michigan before going to the big city to make his fortune. His mother is a native of Quincy and one of the early Kendall family which was among the first to settle in Chicago. The parents sent Hugh to the Chicago public schools, and he was graduated from Chicago Manual Training School in 1901.

He did not go to college, for his eye was on advertising even as a high school lad. His impatience to launch his career in that field was evidenced by the fact that his graduation essay dealt with advertising. His first job was with Joseph T. Ryerson & Son, Chicago iron and steel jobbers, and he quickly rose to its advertising managership, a post he held for five years until in 1909 he was offered a job as a copy man on the staff of Critchfield & Co., Chicago. There he rose through the ranks to the agency's presidency. In 1910 he went to New York to open its office there. He sold his partnership in Critchfield in 1922 to join George L. Dyer Co., where he served as vice president and director until 1927 when he became associated with Lennen & Mitchell Inc.

It was at Lennen & Mitchell, where incidentally Ed Klauber also was serving, that Mr. Boice first became interested in radio. Some of the best known programs of the period were in his charge, including Tidewater Oil's sponsorship of Admiral Byrd and of Hugo Eckner of Graf Zeppelin fame. Ken Boice first put Lowell Thomas on the air under the sponsorship of *Literary Digest*, and he negotiated Paul Whiteman's first radio contract, which was for Old Gold.

He joined CBS in May, 1930, exactly six years ago, as sales manager and a year later was promoted to vice president in chrge of sales. He was precisely the sort of man that Bill Paley wanted, for his experience in advertising had embraced service as client, agency man and salesman.

Mr. Boice feels that CBS' selling efforts have been effective because of the sympathetic and understanding attitude his company and his staff have always maintained toward the advertising agencies and their accounts. He went into radio with an open mind, despite his successes in placing sponsored programs on the air, for he appreciated that little was known about radio as an advertising medium at that time. It was for this reason that he gave his earliest attention to the organization of a research and sales promotion setup that would give advertisers and prospective advertisers factual information on stations and markets and coverage.

Mr. Boice feels, although he admits it may sound trite, that much of CBS' success may be explained by its sincere efforts to maintain policies of fairness and to attract the better type of business. He asserts he would rather lose business and hold the respect of the advertising world than accept fly-by-night and questionable accounts that might score some immediate financial advantages.

Ken Boice's hobby is radio. His diversions are tennis and swimming and an occasional round of golf. He is not much of a "joiner" but he belongs to the Advertising Club of New York, and he finds time occasionally for a speech on the subject of radio. He has one son in Princeton, another who was graduated from Princeton in 1933 where he was hockey captain and who is now with a New York station, and a married daughter who presented him with a second grandchild on April 6 of this year.

PERSONAL NOTES

DE WITT LANDIS, former ad man and sports announcer with KGNC, Amarillo, Tex., has been appointed manager of KFYO, Lubbock, Tex., recently purchased by the Plains Broadcasting Co., subsidiary of the *Amarillo Globe & News* and operator of KGNC. T. E. Kirksey, who sold the station, is now vacationing but plans to purchase another station either in East Texas or Arkansas. KFYO will have a tieup with the *Lubbock Avalanche-Journal*.

I. R. LOUNSBERRY, executive vice president of WGR - WKBW, Buffalo, has been elected president of the Buffalo Athletic Club, the city's largest social and athletic organization. At 37, he is the youngest man ever to head the club.

SAMUEL H. COOK, president of WFBL, Syracuse, has returned from a winter at Pinehurst, N. C.

FREDERICK W. COLE, formerly of Lever Bros. Co., Cambridge, has joined WBZ-WBZA, Boston - Springfield, on a sales promotion assignment.

ADELE DE ETTE HOOVER, in NBC's San Francisco sales promotion department and Dana Edwin Bremner of Santa Rosa, Cal., who were to have been married on April 25, have postponed the ceremony because of the sudden and serious illness of the bride-elect's father.

G. NEILL FERGUSON, of the advertising staff of the *Press-Scimitar*, Memphis, has joined WMC, Memphis, in a sales capacity, it is announced by H. W. Slavick, WMC general manager.

JAMES L. HUGHES, manager of WHBF, Rock Island, Ill., is confined to his home suffering from a respiratory ailment which has kept him from his desk for about three months. He is making steady progress and his physicians expect he will be back on the job in another month or two.

NEAL BARRETT, manager of KOMA, Oklahoma City, has returned to his office after spending several weeks in a Fort Worth hospital for treatment to an infected foot.

HAROLD HOUGH, manager of WBAP, Fort Worth, is recuperating in Methodist Hospital, Fort Worth, from an attack of pneumonia contracted while in Washington early in April. He was removed from the train on a stretcher and placed under an oxygen tent, rallying after several days, and is reported to be out of danger.

GAR YOUNG, NBC trade news service, is the father of a 9¼ pound boy, John Campbell, born April 11 at Woman's Hospital, New York. They also have a daughter, Janna, age 3.

ALAN H. ESARY, formerly on the sales staff of KOL, Seattle, in April joined the commercial department of KHJ, Los Angeles.

PRESTON ALLEN, manager of KLX, Oakland, was reelected chairman of the Northern California Broadcasters Association at its April meeting in San Francisco. Ralph Brunton, operator of KJBS and KQW, who with Allen formed the association, was elected secretary.

WEBLEY EDWARDS, manager-assistant to Fred Hart in the operation of KGMB, Honolulu, will sail with Mrs. Edwards May 16 for his annual visit to the mainland. He will spend a week each in Los Angeles and San Francisco, and two weeks with his parents in Oregon, where he was a noted Oregon Aggies football star.

CARL CALMAN, for the last five years with WINS, New York, on April 13 was promoted by Manager Bert Squire to sales manager. Roland Bradley, who has resigned as program director, has been replaced by a day program director, Miss Dorothy Kempe, and a night program director, Albert Grobe. Richard Koch succeeds Mr. Grobe in full charge of all production.

CESAR SAERCHINGER, CBS European representative in London, and Fred Bate, NBC London representative, will be aboard the *Queen Mary* when it sails on its maiden voyage to New York May 27. They will visit their New York headquarters and also spend some time in Washington. Max Jordan, NBC European representative stationed at Basle, will be aboard the dirigible *Von Hindenburg* on its voyage to Lakehurst scheduled to start May 8.

The Serious Business o

OUT of the Klondike rush of selling radio station time there came, inevitably, a melting down to hardpan . . . leaving a very few soundly built organizations, thoroughly experienced in selling advertising, and having the necessary acquaintance, contacts, and nation-wide resources.

Every man in the Raymer organization has spent more than ten mature, successful years in selling national advertising. Every one has, besides, the confidence of countless major sponsors of commercial programs and their advertising agents.

XUM

s of Selling Time . . . . . .

KWK	St. Louis	NBC
WJAS	Pittsburgh	CBS
WSYR	Syracuse	NBC
WHEC	Rochester	CBS
KSTP	Minneapolis-St. Paul	NBC
WRVA	Richmond	NBC
WLAC	Nashville	CBS
WDOD	Chattanooga	CBS
WREC	Memphis	CBS
WBRC	Birmingham	CBS
WTOC	Savannah	CBS
WPRO	Providence	MB-YN
WSBT	South Bend	CBS
WMBR	Jacksonville	CBS

PAUL H. RAYMER COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO
366 Madison Ave.	Tribune Tower	General Motors Bldg.	Russ Building
Murray Hill 2-8690	*Superior 4473*	*Trinity 2-8060*	*Douglas 1294*

XUM

JOHN ROYAL, vice president of NBC; John B. Kennedy, NBC commentator; Leo Fitzpatrick, vice president and general manager of WJR, Detroit, and president of the NAB; John F. Patt, general manager of WGAR and president of the Ohio Broadcasters Association, were guests at the combined Cleveland Rotary-Advertising Club luncheon April 23. Kennedy and Fitzpatrick were principal speakers.

JOHN W. LITTLEPAGE, Washington radio attorney, and Mrs. Littlepage are parents of a daughter, Frances, born April 15.

FRED EILERS, formerly of KYA, San Francisco, and a veteran radio engineer, has been named manager and chief engineer of KHBC, new 100-watt station in Hilo, T. H., operated by the Honolulu Broadcasting Co., which also operates KGMB, Honolulu. Mrs. Eilers has been named program director. She also was on the KYA staff.

PAUL S. WILSON, for six years a member of the Chicago NBC staff, is now a member of the WBBM, Chicago, sales department. He was formerly affiliated with Paul H. Raymer & Co., Chicago.

JOHN ESAU, recently of KTUL, Tulsa, has been named commercial manager of WBBZ, Ponca City, Okla.

NORMAN McLAUGHLIN, for three years manager of KERN, Bakersfield, Cal., has joined KFRC, San Francisco, as account executive.

HERBERT ACKERBERG, CBS stations relation manager, New York, arrived in Hollywood late in April in connection with projected activities of KNX under CBS operation.

T. W. BEARUP, member of the Australian Broadcasting Commission, and Mrs. Bearup, arrived in Los Angeles late in April from Melbourne for a brief visit.

R. O. BULLWINKEL, formerly with the Canadian Pacific Railway, has been appointed to the sales staff of KOMO-KJR, Seattle, by H. M. Feltis, commercial manager. He will handle the transportation classification for Totem Broadcasters.

J. R. KING, for the last nine years on the commercial staff of WEBC, Duluth-Superior, resigned April 25 to join the Norman Craig station representation organization in New York.

MARTIN CAMPBELL, manager of WFAA, Dallas, has been elected to membership in the Patten Ranch Hunting & Fishing Club.

ADELE DE ETTE HOOVER, in NBC's San Francisco sales promotion department, was married April 25 to Dana Edwin Bremner of Santa Rosa, Cal., in Berkeley, Cal.

MONTY MILLER has joined the sales staff of WBAL, Baltimore.

J. ERIC WILLIAMS, formerly of WATR, Waterbury, Conn., has joined the commercial staff of WDRC, Hartford.

James C. De Ball

JAMES C. DE BALL, former continuity writer for MacGregor & Sollie Inc., transcription producers and prior to that with KYA, San Francisco, died in Palo Alto (Cal.) Hospital, on April 13 after an illness of several weeks. He was 47, and is survived by his wife and two children. Before entering radio he was editor of various Pacific Coast newspapers.

WGRC is the call assigned to North Side Brdcstg. Co., New Albany, Ind., for a 250-watt daytime station on 1370 kc.

★★

30 Minutes a Week for 11 Weeks =

14,000 Inquiries from Omaha Alone!

• Here's a story of "station pulling power": Metropolitan Utilities District, Omaha municipal gas and water plant, bought a 15-minute "Mystery Chef" program on WOW twice a week. During the first 11 weeks, 14,000 housewives in Omaha wrote requesting cook-books. The Utilities District reported also "an excellent stimulation in sale of gas appliances as compared with 1935, due to the program." *Buy the "first" station and you buy sales!*

John Blair Co., Representatives
New York Chicago Detroit San Francisco

590 Kilocycles 5000 Watts
"COVERS THE NATION'S BREADBASKET"

WOW
OMAHA, NEBR.

ON THE N.B.C. RED NETWORK ★

The Golden Goldman Gong

HERE is the gong that has been laying golden eggs for WLBF, Kansas City, Kan. And in the photograph, made in the WLBF studios, you see Fred Goldman, president of the Goldman Jewelry Co., time-signal sponsor, striking the 25,000th time the Goldman hourly time signal had sounded over the station. This was at 12 noon, April 9. On the left is Herb Hollister, WLBF manager, and on the right, Harold Lederman, manager of the Kansas City Kansas branch of the store. The first time signal broadcast was Nov. 1, 1928, under Goldman sponsorship, and since March 1, 1932, it has been sounded every hour WLBF has been on the air.

KHBC, at Hilo, Hawaii, To Be Dedicated May 1

BUILT as an exact replica of its sister station in Honolulu, KHBC, Hilo, was to be dedicated May 1 with special programs staged locally and carried via short waves from the United States. The station will operate with 250 watts on 1400 kc., and will be sold in combination with KGMB, Honolulu, 1,000-watter owned by the same interests headed by Fred Hart. Complete coverage of the Hawaiian Island is assured with the two stations. Fred Eilers, for eight years with KYA, San Francisco, will be general manager, and Mrs. Eilers, also formerly with KYA, will be program director. The station's studio building, like that of KGMB, is constructed of sugar cane. Equipment is RCA throughout.

Three New Stations

AUTHORITY to erect three new 100-watt stations in communities now without stations was granted by the FCC during the last fortnight. The *Lewiston* (Mont.) *Democrat-News* on April 24 was granted a construction permit for 100 watts full time on 1200 kc. without a hearing. The *Abilene* (Tex.) *Reporter* was granted 100 watts full time on 1420 kc., Examiner Bramhall's findings as a result of hearings last June being sustained both on this report and on his recommendation that a similar application by William O. Ansley, of Abilene, be denied. Also sustaining Examiner Bramhall, the FCC Broadcast Division authorized James R. Doss Jr., operator of WMFO, Decatur, Ala., to erect a 100-watt daytime station at Tuscaloosa, Ala., on 1200 kc.

WESTERN UNION TELEGRAPH Co., San Francisco (telegraph service), on April 6 started for 13 weeks a test campaign on KSFO, that city, using two spot announcements daily, calling attention to its birthday and tour-ates, placing the account direct.

BEHIND THE MICROPHONE

ELLIS LEVY, northern California manager of the Thomas Lee Artists Bureau, an affiliate of the Don Lee Broadcasting System, has resigned to head the newly organized Western Booking Corp. in San Francisco, and has established offices at suite 307 Warfield Bldg., that city. Miss Olga Olson, Levy's secretary for the last two years, joins the new organization as office manager.

TURNER COOKE, announcer of WMAS, Springfield, Mass., since last July has been appointed program director. Jack Stevens, night announcer is shifted to the daytime schedule and now handles station publicity. Vernon Crawford, formerly of W1XBS, Waterbury, Conn., has joined the staff.

OSCAR H. FERNBACH, radio editor of the *San Francisco Examiner*, in April was confined to St. Luke's Hospital, that city, suffering from a heart attack and was away from his desk several weeks. Frank Smith filled in as radio editor during his absence.

CLARENCE GARNES, formerly of KTIL, Garden City, Kan., and KADA, Ada, Okla., has joined the announcing and promotion staff of WBBZ, Ponca City, Okla.

DON LARKIN, announcer of WHOM, Jersey City, has been promoted to director of publicity.

DONALD RALPH, announcer at KGGC, San Francisco, has gone to KROW, Oakland, in a similar capacity, taking the spot vacated by Dudley Manlove, who has joined the announcing staff of KYA, San Francisco. J. Lester Malloy, formerly of KJBS, San Francisco, succeeds Ralph at KGGC.

J. CLARENCE MYERS and Hugh K. Gagos, editors of the KJBS, San Francisco and KQW, San Jose, Cal. news broadcasts, have taken over the publicity for the two stations, succeeding Thomas Bickmore, resigned.

EDWARD KRUG, formerly of WJAS, Pittsburgh, has been promoted by WCAU, Philadelphia, to be night supervisor replacing Claude Haring, assigned to baseball with Bill Dyer.

AL GODWIN, formerly with WLW, Cincinnati, has joined the announcing staff of WWL, New Orleans.

PAT BRANIN, of Pocatella, Id., has joined the announcing staff of KDYL, Salt Lake City. Walter Wagstaff, KDYL credit manager, is the father of a girl born April 11.

JAN HASBROUCK, news editor of WBZ-WBZA, Boston-Springfield, has resigned to join the editorial staff of the *Boston Herald*.

JACK ODELL, announcer of WAAF, Chicago, was married April 25 to Billy Hean Washburn, radio actress. Nathan Caplow, WAAF producer, was best man.

TONY B. BENANDER, Memphis director, has joined the production staff of WMC, that city.

WAYNE LUTHER LATHAM, formerly of WHDH, Boston, has joined WSPR, new Springfield station recently authorized by the FCC. He was succeeded as WHDH program director by H. Blanche Frederickson.

DUDLEY E. WILLIAMSON, recently with WDSU, New Orleans, and before that with NBC in San Francisco, has joined the announcing staff of KFJZ, Fort Worth.

GARDNER OSBORNE, who resigned as Fanchon & Marco radio director, has established Hollywood Radio Bureau in the Olesen sound studio building, to act as a radio talent clearing house.

BILL GOODWIN, announcer of KHJ, Los Angeles, and previously its production manager, resigned in April to join the CBS production staff. He was transferred to New York for three months and then expects to return to Los Angeles as a production assistant.

TOM STONE, formerly of WMCA, New York, has joined the announcing staff of WFIL, Philadelphia.

MENDAL JONES, chief announcer of WJAY, Cleveland, has been named personnel director.

JIM DONOVAN, former Hearst newspaperman, has been named editor of the news bureau of WCOP, Boston. He is also Transradio commentator.

NELSON CHURCHILL has shifted from WHDH, Boston, to the WNAC, Yankee Network, announcing staff.

ARTHUR L. LEARY, production manager of WCOP, Copley Plaza, Boston, is the father of a baby girl, Allyn Marie, born to Mrs. Leary (the former Marie Forrest), at the Faulkner Hospital, in Boston.

JOHN CONTE, formerly announcing on Hollywood stations, on April 15 joined KHJ, Los Angeles.

JAMES J. McCLEERY, for four years on the production staff of the *Strange as It Seems* series, Hollywood, in April joined Raymond R. Morgan Co., Hollywood radio agency, as a script writer.

LARRY NEVILLE, continuity writer of KMOX, St. Louis, who was graduated from the St. Louis University last June and took his law examinations during the past winter, has just received his license to practice law in Missouri.

JERRY SULLIVAN, pioneer Chicago announcer (old WQJ) has returned to WBBM, Chicago, which he also formerly manned, as master of ceremonies on the new *Tenth Inning* baseball program.

PAUL PHILLIPS, formerly assistant continuity editor of WMCA, New York, is now a member of the staff of KMOX, St. Louis.

NORMAN CRANE, who has just concluded handling the General Motors *Amateur Contest* in Tulsa, has become master of ceremonies of the early morning *Sundial* program on WGST, Atlanta, performing also with Eddie Evans.

JAMES BEGLEY has been promoted to program director of KYW, Philadelphia, succeeding Arnold B. Hartley, who resigned to go to Hollywood.

SHELTON EARP, actor, has joined the staff of WBAL, Baltimore, to handle the Esso news program sponsored by Standard Oil Co. of New Jersey.

JOHN TILLMAN, announcer of WSB, Atlanta, was one of the Emory University debaters in a verbal contest with Catholic University, broadcast April 18 by NBC.

CHARLES O'CONNOR, NBC announcer, and Miss Emily Ryan, daughter of New York Police Inspector Thomas T. Ryan, were married April 22 in Elmhurst, Long Island. Miss Ryan has appeared in pictures and on the stage.

LEW VALENTINE, has returned to the announcing staff of WOAI, San Antonio, after being with WLW, Cincinnati, for some time.

DON McNEIL, NBC announcer, is the father of a second son, born in Chicago April 14.

HAMILTON G. FLOWERS, formerly of WLLH, Lowell, has joined WMEX, Boston, as an announcer.

HENRY GLADSTONE, announcer of WHDH, Boston, has joined WNAC and Yankee Network, Boston.

BILL HARDING, formerly of WSYR, Syracuse, WSPD, Toledo, and WGAR, Cleveland, has joined the announcing staff of WINS, New York.

EDWARD LUDES, NBC announcer and inventor of gadgets, has been asked to contribute a series of articles to the official magazine of the British Institute of Cinematography.

Educators Session To Be Held May 4-6

RECENT progress in educational broadcasting and clinics on methods employed will feature the program of the Seventh Institute, Education by Radio, to be held May 4-6 at Ohio State University, Columbus.

Persons prominent in the educational and radio fields will participate in the discussions. A special program for the afternoon session on May 4 has been arranged by H. B. McCarty, president of the National Association of Educational Broadcasters.

The conference agenda:

MAY 4

Welcome—George W. Rightmire, president, Ohio State University; E. L. Bowsher, Ohio Director of Education.
An Analysis of Educational Broadcasting—W. W. Charters, Ohio State University.
Reactions to the Report: Carl Menser, WSUI, Iowa State University; Lester Ward Parker, Rochester; S. Howard Evans, National Committee on Education by Radio; Cline Koon, U. S. Office of Education.
General Discussion.
An American Views British Educational Broadcasting—Lester Ward Parker.
Lifting Listeners' Appreciation Levels—A. G. Woodfried, Ohio State College.
Radio a la Carte, Planning the Menu—Philo M. Buck, University of Wisconsin.
General Discussion.
Broadcasting in the Schools—B. H. Darrow, Ohio School of the Air, presiding.
Educational Broadcasting From Commercial Stations — Franklin Dunham, NBC director of education, presiding.
National Association of Educational Broadcasters (closed meeting)—H. B. McCarty, president, presiding.
Research in Radio Education—I. Keith Tyler, Ohio State University, presiding.

MAY 5

Clinic—Techniques of Script Writing.
Labor Speaks—E. R. Murrow, CBS.
Integrating Music and Information, "The New World"—Arthur Garbett, NBC western division.
Curriculum Instruction "Seventh Grade Science"—Harry A. Carpenter, Rochester Public Schools.
General Discussion.
News Commentation—H. V. Kaltenborn, CBS.
Children's Programs—Arthur Jersild, CBS.
Drama, "Men Who Made History"—Meredith Page, Ohio State University.
General Discussion.
Banquet.
Round Table Discussions of Typical Educational Projects.

MAY 6

Clinic—Techniques of Broadcasting.
A Demonstration of Contrasts in Techniques for Education—C. L. Menser, NBC Central Division.
General Discussion.
Preliminary Announcement of Exhibition of Educational Recordings.
Demonstration of Classroom Reception of Radio Program—B. H. Darrow and Wm. Atherton Du Puy.
Demonstration of Adult Group Discussion of an Educational Radio Program—Arranged by Jessie Allen Charters.
General Discussion.

WTAR Wins Smash Listener Preference

Greater Norfolk area Listens to WTAR More than All Other Stations Put Together

ROSS FEDERAL SURVEY figures show that WTAR is by far the most popular of all stations that reach into the compact and metropolitan Tidewater Virginia area with 300,000 population.

4805 phone calls were made over a week's time, February 25th to March 2nd, 1936. between 7:00 A. M. and 11:00 P. M. in Norfolk, Portsmouth and Newport News by Ross Federal men to be sure the figures are thoroughly representative of the actual facts. The column to the right speaks for itself. (The question mark "?" accounts for a residue—10.10%—of replies: "don't know" and "refused information.")

Reaches Major Market

MOST of the 300,000 population within 20 miles of the WTAR transmitter are city dwellers in the prosperous Norfolk - Hampton Roads market. Extensive port activity, together with industry, agriculture and distributing in proper balance, give the Greater Norfolk market an all year round sales potential of unusual attractiveness.

One index to the value of this market is given by the high ratio of radios to homes, 97.3%, brought out by the recent survey quoted to the right.

241 Products Use WTAR

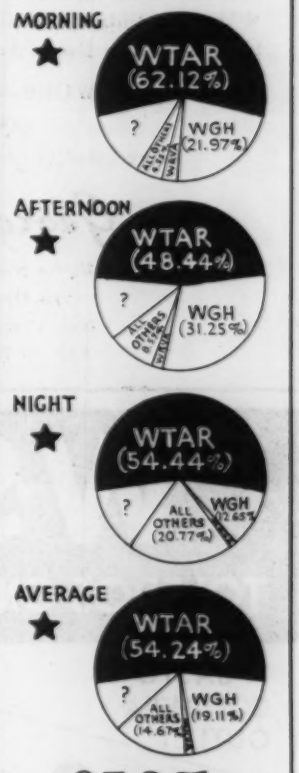
IN 1935 WTAR made an outstanding record with 98.6% renewals or continuous broadcasting for the 241 products using time on the station to sell this responsive market. Many contracts have been renewed several times — a sure sign of sales satisfaction.

National Representatives —Edward Petry & Co.

ROSS FEDERAL Coincidental Survey Shows

54.24%

of total audience listen constantly to WTAR



97.3%

of homes in area surveyed have radios

COMPLETE NBC SERVICE

WTAR

★ ★ NORFOLK ★ ★

VIRGINIA'S OLDEST BROADCASTER

To Completely Control the Puget Sound Market Use Both of Seattle's Pioneer Radio Stations

KOMO NBC-Red | **KJR** NBC-Blue

National Representatives — EDWARD PETRY & CO.

Regional Networks?

NORTHERN CALIFORNIA BROADCASTING SYSTEM

***VIRGINIA BROADCASTING SYSTEM**

—or "Spot"?

WJBK—Detroit, Mich.	WIL—St. Louis, Mo.
*WEBC—Duluth, Minn.	KJBS—San Francisco, Cal.
WMFG—Hibbing, Minn.	KQW—San Jose, Cal.
KARK—Little Rock, Ark.	WSPA—Spartanburg, S. C.

WHBF—Rock Island, Ill.
(Quad Cities)

*Represented in Chicago and Detroit Areas only

George Roesler

Radio Station Representatives
Civic Opera Bldg., Chicago
New Center Building, Detroit
Lincoln Building, New York

WSPD

TOLEDO'S ONLY RADIO STATION

A BASIC COLUMBIA OUTLET

5000 WATTS DAY
1000 WATTS NIGHT

Fifty-two of America's outstanding National accounts use WSPD to cover this Great Northwestern Ohio Market.

They know from experience that WSPD must be used to get blanket coverage.

WSPD TOLEDO OHIO

STUDIOS COMMODORE PERRY HOTEL TOLEDO, OHIO

TRANSMITTER PERRYSBURG, OHIO

Future of Broadcast Services At Issue in Hearings of FCC

NAB, Television, Facsimile and Ultra-High Groups Face Opposition in 30,000-110,000 kc. Band

THE BROADCASTING industry, and related services destined ultimately to become a part of broadcasting, are preparing to attend the engineering hearing to begin June 15 before the FCC with the object of preserving for public entertainment, education and enlightenment a sufficient portion of the ultra-high frequency spectrum to accommodate television, facsimile and ultra-high or "apex" broadcasting.

This became evident after the full significance of the hearing call was brought to the attention of units in the industry. At the suggestion of James W. Baldwin, NAB managing director, the board of directors of that trade association authorized him to draft plans for presentation of a full case in behalf of the industry covering present services of broadcasting to the nation and the urgent need for preservation of sufficient natural facilities in the ultra-high spectrum to accommodate reasonable future needs. This was done at the special board meeting held in Chicago April 27.

Flanking the NAB, which will plead for adequate room for extension in those offshoots of radio which logically fall in the broadcasting category, will be leading experimenters in television, facsimile, and ultra-high frequency broadcasting. At present, a sizable portion of the band ranging from 30,000 to 110,000 kc., all of which is classified as experimental area, is allotted for these types of experimentation by broadcasters and related groups.

Military Demands

THE broadcasting industry, however, will be forced to resist the heavy demands of the Army and the Navy and of aviation, ships, police radio, and other non-public services for practically all of the ultra-high spectrum. As a matter of fact, it is apparent that the military services, in seeking an executive order to allocate for their use nearly half of this ethereal area, prompted the recommendation of T. A. M. Craven, FCC chief engineer, that the informational hearing be held. This recommendation was adopted April 3 by the FCC.

All things considered, the informal hearing is regarded as the most important technical conference since the 1928 general reallocation hearings before the former Radio Commission. These resulted in the allocations of today, insofar as broadcasting is concerned. Should any substantial portion of the facilities in the range from 30,000 to 110,000 kc. be assigned to services other than public, then the development of visual broadcasting and of ultra-high frequency sound broadcasting will be retarded perhaps by several years.

The conference is called to consider allocations over the entire spectrum. It is unlikely, however, that there will be any effort to disturb allocations in the range from 10 to 30,000 kc. because services in those bands are now well entrenched, and because of the heavy equipment investment in them. Beyond 110,000 kc., engineers have not yet devised tubes or transmitters which will function and this area is regarded as unusable.

The FCC on Feb. 24 made public the notice of the informal hearings. The notice is being showered upon all known interested parties in an effort to have as full a hearing as possible. It is expected that at least ten days will be required for the hearings.

In the notice the FCC asked that persons or organizations desiring to appear and testify to notify the FCC of that intention on or before June 1. This notification should state the number of witnesses to appear, the topic each will discuss and the time expected to be occupied by each.

The two-page notice said that the purpose of the hearing in substance is to determine present and future needs of various classes of service for frequencies above 30,000 kc., with the view of ultimately allocating them; of securing for the public and the FCC a keener insight into conflicting problems in the application of these new frequencies to the public service; guiding experimentation along more definite lines; reviewing present allocations above 30,000 kc., and assisting the government in preparing for the International Telecommunications Conference at Cairo in 1938.

The notice further stated that persons appearing should be prepared to show the dependence of the service they represent on radio rather than wire lines; probable number of people benefiting from the service; relative social and economic importance of service, including safety of life and protection of property; probability of practical establishment of service and degree of public support likely; degree to which service should be made available to public; and areas in which service should be provided.

Further set out in the notice was a list of technical requirements and apparatus limitations. Finally, all parties were asked to prepare exhibits showing the requirements for frequency bands and positions in the spectrum for their particular services, to be submitted before June 1. Cross examination of witnesses, it was added, will be limited to questions by Commissioners or members of its technical or legal staffs. The FCC chairman, however, may permit questioning of witnesses if questions are submitted in writing.

NATIONAL CARBON Co., New York (Everready Prestone) through J. M. Mathes Inc., New York, is working out a coast-to-coast announcement campaign to begin in October.

RADIO will honor Thomas A. Edison, inventor, on more than 4,500 broadcasts during the May-August period. Edison secured a basic wireless patent in 1886 which he later sold to Marconi.

Program Awards By Women's Group Ignore Symphonies

None Good Enough, It is Held; Non-Musical Award to Vallee

STRIKING the industry by surprise when it failed to find a program of serious music suitable for its award in that class, the Women's National Radio Committee announced its selections April 22 at a luncheon in the Hotel Astor, New York. Awards were made by a committee which was guided to a certain extent by ballots sent to the mailing list of its publication *Radio Review*, to its own members and to all who wrote for ballots.

No award was made for serious music, it was stated by Yolanda Mero - Irion, committee advisory chairman, because none of the programs measured up to the standard set by the awards committee. "General Motors received the greatest number of votes, while Ford's Sunday concert ranked second," she said. "It was brought out in the discussion of the judges that the standard of General Motors this year was considerably below its own standard of last year, and that it would be inconsistent with the objectives of the committee to single out for high honor a program which had slipped backward." Honorable mention also was given *Frank Black's Symphony Hour* on NBC.

Cities Service Co., the committee decided, has the best program of light music. The best non-musical program chosen (comedy, drama or variety) was the musical variety *Rudy Vallee* hour sponsored by Standard Brands Inc. (Fleischmann's yeast) on NBC-Red. Best educational program, it was decided, was the NBC - Blue *American Town Meeting of the Air*, conducted by the League for Political Education. The CBS sustaining *Wilderness Road*, which was started March 2, was picked as the best children's program.

Freedom of Speech

THE advisory chairman thanked CBS for its continued presentation of New York Philharmonic concerts and praised NBC for presenting *Metropolitan Opera* programs. "The other fine musical hours sponsored by NBC and WOR are all thoroughly appreciated," she said, "but it is not enough."

Among guests at the luncheon were Lenox R. Lohr, NBC president, William S. Paley, CBS president, and Alfred McCosker, WOR president, all of whom spoke briefly. Anning S. Prall, FCC chairman, delivered an address and announced the awards.

Mr. Prall stated that in the conduct of radio "our fundamental obligation is to respect freedom of speech. It is inconceivable that, as in the dictator-ridden countries of Europe, or even in England where the radio is under state control, there could be imposed by the FCC regulations that would mean a denial of the same degree of free speech over the radio as is enjoyed by the press of our country," he said.

Honorable mention, in addition to those already mentioned, was given by the committee as follows:

Light Music — Fred Waring and Pennsylvanians, NBC and CBS, sponsored by Ford Motor Co.

Non-musical—Comedy, Jack Benny, sponsored on NBC-Red by General Foods Corp.; Fred Allen, sponsored on NBC-Red by Bristol-Myers Co.; Burns & Allen, sponsored on CBS by Campbell Soup Co.; Drama, Leslie Howard, sponsored on CBS by Lehn & Fink Products Corp.; Serials, *One Man's Family*, sponsored on NBC-Red by Standard Brands Inc.; *Today's Children*, sponsored on NBC-Blue by Pillsbury's Flour Mills; *Vic & Sade*, sponsored on NBC-Red by Procter & Gamble Co.; *Forever Young*, sponsored on NBC-Red by Procter & Gamble Co.

Educational — *American School of the Air*, CBS sustaining; *Chicago University Round Table*, NBC-Red sustaining.

Children's Programs — *American School of the Air*, CBS sustaining; Damrosch *Music Appreciation Hour*, NBC-Red sustaining; *Singing Lady*, sponsored on NBC-Blue by Kellogg Co.

Others not listed in the official announcement of awards but mentioned by Yolando Mero-Irion in her address, were:

NBC *Drama Guild* and CBS *Lux Radio Theatre*, runners up to Leslie Howard in the voting.

CBS Experimental Dramas mentioned as the best possibility for the future of drama created especially for radio.

The NBC-Blue *Farm & Home Hour*, which "polled a handsome vote".

"For news commentators, in proportion to all the votes cast, Gabriel Heatter (NBC and WOR) made the best showing, with Edwin C. Hill (NBC) second and Boake Carter (CBS) third."

Steady improvement was noted in the Rudy Vallee program, both in programming and advertising continuities.

The NBC *Standard Symphony* on the Pacific Coast and the MBS *Wallenstein's Sinfonietta* made good showings, she said.

Called Inconsistent

COMMENTING on the awards, the *New York Sun*, in a signed article by E. L. Bragdon, said the committee "was so inconsistent in giving the reasons for its selections that some of the value of the awards will be lost on advertisers and networks."

Failure to grant an award in the field of serious music was particularly criticized by the *Sun*. "Unless the music world is mute," said the article, "the Women's National Radio Committee will be kept busy for several weeks explaining their system and restating their objectives."

Coverage in India

THE New York representative of a leading import and export firm of Madras, India, walked into the New York offices of Modern Industrial Bank to apply for an industrial loan. It was approved. According to Jacob Leichtman, bank president, the bank's weekly program on WOR, Newark, had been picked up in Madras, India, by officials of the firm who immediately instructed their New York representative, authorizing him to apply for the loan.

HURRY - HURRY - HURRY

We have a few select periods still available, so don't delay in taking advantage of this opportunity. You owe it to yourself to investigate the excellent job we are doing for our present clients.

Do not overlook the rich St. Louis area in your advertising. Get in touch with us without delay.

THOMAS PATRICK INC.

HOTEL CHASE ST. LOUIS, MO.

REPRESENTATIVE PAUL H. RAYMER CO.

NEW YORK CHICAGO SAN FRANCISCO

KWK

Committee Routine Delaying Action on Copyright Measure

Personnel of Subcommittee Is Unfavorable to Duffy Bill

WHETHER there will be copyright legislation at this session of Congress along the lines of the Duffy Bill, which would give greater protection to users of music against the rampages of music copyright combinations, depends upon the speed with which the subcommittee of the House Patents Committee functions during the next few weeks.

Upon conclusion of protracted hearings before the House Patents Committee on April 15, Chairman Sirovich (D-N. Y.) named a subcommittee of ten members, headed by Rep. Lanham (D-Tex.), to consider the three pending bills in the light of the testimony adduced during the hearings. In addition to the Duffy Bill, supported by the broadcasting industry, State Department, motion picture exhibitors and other groups of users, there are pending the Sirovich Bill, obviously inspired and supported by ASCAP, and the Daly Bill, also having the tacit support of ASCAP, but written essentially in the interests of the performing artists who seek to procure copyright protection for their "interpretative offerings".

The personnel of the Committee is such as to lead proponents of the Duffy Bill to believe it will oppose the major provisions. Only two members of the subcommittee —Deen (D-Ga.) and O'Malley (D-Wis.)—have shown any disposition in opposition to the stand of ASCAP and in active support of the Duffy Bill. Other members of the committee either have been outspoken in their opposition or have been largely non-committal during the hearings.

Appears Unfavorable

THE FULL committee sentiment was largely in favor of ASCAP during the hearings and the subcommittee appears to be of the same complexion. The most important single provision of the Duffy Bill from the standpoint of users is that of elimination of the $250 statutory minimum infringement clause, which ASCAP has used with telling effect in forcing payment of royalties, at its own price, for performance of music.

Other members of the Subcommittee are Kramer (D-Cal.); Daly (D-Pa.); Barry (D-N. Y.); Perkins (R-N. J.); McLeod (R-Mich.); Hartley (R-N. J.); and Risk (R-R. I.). Reps. Daly and Perkins have been more or less outspoken in their ASCAP support, while the remaining members have been largely observers during the hearings.

Presumably the committee plans to evaluate the merits of the three pending bills and the existing copyright Act of 1909 and endeavor to write a new bill incorporating what they construe to be the best features of each. The Duffy Bill passed the Senate at the last session, and awaits only House action for passage. Administration approval has been more than hinted, and should some bill, perchance, get through the House and be agreed to by the Senate it is more than likely that the President will sign the measure.

From the New Yorker

"He says all he needs is a sponsor."

Because of a combination of factors, however, proponents of the Duffy Bill feel it has only a bare chance of getting through. The subcommittee is more or less stacked, it is known. Moreover, there is the race against time prior to adjournment expected early in June. And even after some bill gets out of subcommittee it still would have to face a barrage before the full committee and then the House itself, and finally, if the measure were revised in any great degree, it then would have to go to conference between committees of the House and Senate to compose those differences.

In connection with the $250 minimum infringement, which the Duffy Bill would eliminate, the consensus appears to be that this should be reduced, but perhaps not eliminated. The Duffy Bill would leave to the discretion of the courts the amount of damages, and ASCAP and its cohorts have been demanding retention of the $250 provision. Stipulation of even a lower minimum in the law would be in the nature of a point won by ASCAP.

After the subcommittee held its first session April 23 it was estimated that at least two weeks would elapse before that group could whip together a compromise bill. Even after the full committee action, assuming a bill acceptable to it were drafted, it would be necessary to procure a rule from the House Rules Committee to bring the measure before the House. That in itself presents a serious problem this late in the session, it was pointed out. All things considered, according to parliamentarians there exists less than a 50-50 chance for any legislation on copyright at this session.

In the waning days of the hearing, the Committee heard testimony from witnesses on design copyright, in which the broadcasting industry has no interest. There was also additional testimony against ASCAP from music using groups, and finally the rebuttal testimony of Dr. Wallace McClure of the Department of State, urging passage of the Duffy Bill, and Nathan Burkan, ASCAP general counsel. All parties were given until April 18 to file supplemental briefs.

Mills in Northwest On ASCAP Survey

CONCERNED over the status of ASCAP in Washington State, where a receiver was appointed by the state courts to administer ASCAP affairs after it had been adjudged an illegal monopoly in violation of state laws, E. C. Mills, ASCAP general manager, is in the Pacific Northwest to get first-hand information on the situation. Mr. Mills departed for the Coast shortly after the conclusion of the public hearings before the House Patents Committee on the Duffy Copyright Bill April 15, and, it is expected, will be gone until about the middle of May.

Mr. Mills was in Seattle for several days, it is understood, but then took up headquarters in Portland, Ore. The action by the Washington state courts was such as to make any ASCAP official amenable to arrest within the state. Last fall, when Mr. Mills visited the Northwest in connection with the litigation, he headquartered in Portland for the same reason. The ASCAP catalog, under the State Supreme Court decision, is being made available through Tracy Griffin, Seattle attorney, who has been named receiver for ASCAP in the state. Under the court decree, no payments of money can be made to ASCAP as such.

There was the report that, because of the Washington court action, Mr. Mills was detained for several hours in Seattle by State authorities, but subsequently was released, and took up his headquarters in Portland.

While there has been no final adjudication, it is believed that the action of the Washington courts clouds the title to every ASCAP and Warner number [Warner was an ASCAP member at the time the receiver was appointed] and that both copyrights groups are placed in a somewhat baffling position insofar as suits for infringement of their copyrights are concerned. That is because a serious question exists as to whether they can produce clear title to their catalogs.

Leath Stores Expand

A. LEATH & Co., Chicago, operating 31 retail furniture stores near Chicago in the smaller cities of Illinois, has started a noon program of the inquiring reporter type on WCOL, Janesville, Wis.; WKBH, LaCross, Wis.; WCLS, Joliet, Ill.; WTAX, Springfield, Ill., and WHBU, Anderson, Ind., and will soon add WTAQ, Green Bay, Wis., in all of which cities they have stores, according to announcement by N. C. McQuery, in charge of the company's radio activities. The company has been using WROK, Rockford, Ill., for the last two years for spot announcements only, and is making some spot announcements over a few Iowa stations. The new programs are of 15 minutes duration, except Springfield, Ill., and Janesville, Wis., where the Leath Co. shares the time with other sponsors.

ROBERT S. TAPLINGER Inc., radio relations and publicity firm of New York, has opened a Hollywood branch at 8532 Sunset Blvd., with Miss Pauline Swanson, formerly associated with Mr. Taplinger at CBS, in charge.

WJDX

JACKSON, MISSISSIPPI

"THE VOICE OF MISSISSIPPI!"

ARMSTRONG PLANS 40 KW. APEX TEST

THE FIRST application ever filed for "super-power" on the ultra-high frequencies was submitted to the FCC April 28 by Maj. Edwin H. Armstrong, noted inventor of the feedback and superheterodyne circuits. He asked for 40,000 watts peak power for a general experimental station in New York City to operate on the channels above 41,800, 86,500 and 111,000 kc.

Developer of the so-called "wave spreader" embracing a radically new system of frequency modulation, Maj. Armstrong seeks the 40 kw. experimental station to permit him to complete an elaborate developmental program he has outlined to test the efficacy of his "spectrum conserver" method.

Maj. Armstrong advances the theory that with power of 40,000 watts on the ultra-high frequencies, coverage exceeding that procured with 500,000 watts on the conventional broadcast band can be procured. Moreover, he contends that the quality of the transmission in infinitely better. To accomplish this transmission, a band width of about 150 kc. is needed, which is a dozen times broader than the bands normally used.

OPPORTUNITY to meet the celebrities of radio was afforded newspaper executives attending the American Newspaper Publishers Association convention in New York the week of April 20, with an informal party given them at the Waldorf-Astoria.

Loucks Analyses Per Piece Plan

(*Continued from page 10*)

supplemented with additional numbers from time to time.

The third part of the program will be more difficult to achieve due to the fact that there are now outstanding many existing contracts and licenses. All of these, however, have termination dates. With the first two parts of the program carefully executed, the third part, or some modification thereof, is bound to follow.

This third part proposes that all stations and networks shall be classified with respect to their proper economic status. The number of classes is unimportant as long as the classification is fair and equitable and all economic elements are given consideration. At the same time it is contemplated that copyrighted musical compositions shall be classified in accordance with their type or character. Let us assume, for the purpose of illustration, that stations have been divided into six classes and musical compositions into the same number of classes. Each class of stations would be given an accounting factor and each of five classes of music would be given a performance price factor. Musical class "A" would embrace dance tunes and would carry a price factor of, let us say, 25 cents. If a class "1" station performed 1,000 class "A" tunes, each would be listed on its log in accordance with information taken from the catalog cards, and the station would owe $25 to the copyright proprietors. If a station in class five performed a similar number of dance tunes, it would owe $125, or 1,000 times its supposed price factor of $1.25 per performance. Prices in each of the five music classes would remain stationary and in the event any copyright owner was unwilling to permit his works to be listed in any of the five classes he would be privileged to list it in class six, a miscellaneous class in which would be listed all compositions the performance price of which does not coincide with the other five price categories. Thus the copyright proprietor would be permitted to fix any price he chose for any and all compositions he desired to list.

Merit of Compositions

NATURALLY, in an article such as this it is only possible to sketch briefly the plan. It is not possible to develop the many details which would be necessary to meet practical considerattions in putting the plan into operation. For example, there should be combined in the plan a provision for what might be called "bulk buying" if such method proves more satisfactory to both buyer and seller but the essential part of the plan is that price should be determined by competition among copyright proprietors and that merit of each composition should govern use and compensation.

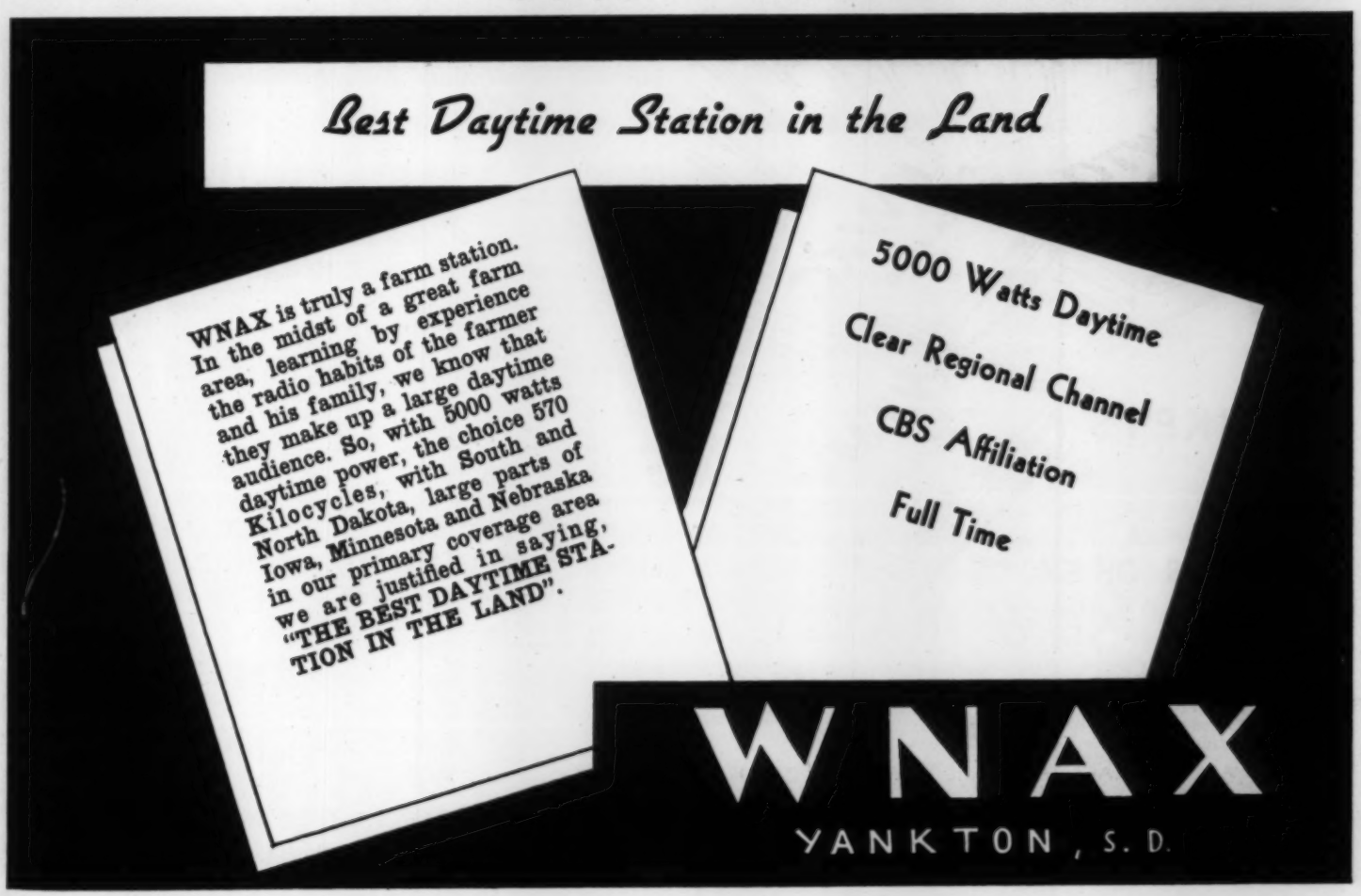
In actual operation such a plan as is here proposed undoubtedly would require extensive modification or amplification in order to make it feasible. Its success or failure will be almost entirely dependent upon intelligent and farsighted administration.

It is not contemplated that existing accounting or licensing facilities shall be duplicated but rather that they be coordinated and utilized in making the plan effective. But at the same time the plan should not be undertaken unless, in its preliminary stages, at least, the groundwork is laid for duplicating each and every facility to insure its sucess. Because it is the theory of the plan that the broadcasters shall find their own answer to their copyright problem without relying upon circumstances entirely in the control of others.

McNamee Joins Wynn

GRAHAM McNAMEE and Ed Wynn will be back together again when the Plymouth-Ed Wynn program moves from CBS to NBC-Red, May 12, 9:30-10 p. m. When Plymouth signed Wynn for the series, they sought McNamee but he was unable due to comitments pending at the time. With the shift to NBC, McNamee will be Wynn's straight man, a position John S. Young has been holding during the 13 weeks on CBS.

WILLIAM J. PURCELL, chief engineer of WGY, Schenectady, has returned to his desk after a long illness.


Best Daytime Station in the Land
WNAX is truly a farm station. In the midst of a great farm area, learning by experience the radio habits of the farmer and his family, we know that they make up a large daytime audience. So, with 5000 watts daytime power, the choice 570 Kilocycles, with South and North Dakota, large parts of Iowa, Minnesota and Nebraska in our primary coverage area we are justified in saying, "THE BEST DAYTIME STATION IN THE LAND".
5000 Watts Daytime
Clear Regional Channel
CBS Affiliation
Full Time
WNAX
YANKTON, S. D.

Wiley Harris—Colonel

Col. Harris

APPOINTED a Colonel on the staff of Gov. White of Mississippi, Wiley P. Harris, manager of WJDX, Jackson, Miss., has been elected chairman of the staff organization at its meeting last month in advance of inauguration. He thus receives the military rating of deputy chief of staff, being entitled to wear the official uniform and participate in the inauguration and all state affairs. Mississippi does not treat these appointments as lightly as did Kentucky, the average number being between 50 and 75 during an administration. Mr. Harris is an intimate friend of Gov. White.

WSPD on 5 KW

OPERATION with 5,000 watts daytime was begun April 28 by WSPD, Toledo, marking the second power increase for the station within a year. Last August the station, a CBS outlet, installed a new Western Electric transmitter, together with a vertical radiator, and increased its power from 1,000 to 2,500 watts by FCC authority. The station has been on the air for 15 years and during the last eight has been a CBS outlet, having been the 18th station to join that network. It is owned by the Toledo Broadcasting Co., of which George B. Storer is president, J. H. Ryan, vice president and general manager, and E. Y. Flanigan, commercial manager.

How Radio Prospects Develop

(*Continued from page 17*)

allot available time for the discussion of public questions to spokesmen for opposing views.

In allotting such time, we shall exercise our best and most informed judgment in maintaining program balance. By that we mean offering to the public all kinds of entertainment, instruction and information—the well balanced radio fare which it wants and to which it is entitled. We of course must be guided in such allotments of time by day to day developments, by the shifting of public interest, and by the relative importance of topics available for discussion.

I would like to explain what we mean by editorial control and editorial judgment. We do not censor ideas. We do not ask that the views of any speaker agree with those of any member of our staff nor have we views of our own which must be maintained or protected. Our practice of having proposed addresses submitted to us in advance is solely because of direct responsibility for what goes out over our stations. We examine proposed addresses first of all, to determine that they are interesting; second, that they are not libelous or slanderous; and third, that in questions of taste they are properly constructed to be heard in the living rooms of the nation by people gathered together in groups of both sexes and all ages.

Our reasons for refusing to sell time for public discussion and for insisting upon giving it away are three-fold. First, we believe that we have a public duty to bring such material to our audience regardless of the willingness of others to pay for it. Second, we believe that such discussion should be kept in balance by editorial judgment. If we sold time for the discussion of controversial issues, we would in fairness have to sell to all with the ability and the inclination to buy at a given moment. Thus we should surrender all possibility of regulating the amount of discussion on the air in proportion to other elements of well-balanced programming. Third, and by far the most important, we realize that if we sold time for the discussion of controversial public issues, for the propagation of the views of individuals or groups, we would necessarily allow a powerful public forum to gravitate almost wholly into the hands of those with the means to buy it.

In conformance with our refusal to sell time for discussion of controversial public issues, we limit our advertisers in their messages to the sale of their goods or services, or the promotion of public good will for their industry. As a simple example of what I mean, we would gladly sell time to a common carrier for the promotion of travel, but if we were asked to sell time to such a carrier which it would use to agitate for new rates or different regulation, we would refuse.

Picking a Program

THE CONTRACT having been signed, the problem of program selection is the next step and a highly important one. A number of agencies of course, with their experienced and efficient radio departments are able to take on this responsibility without a great deal of help from us. But we are in a position to handle the entire job at Columbia if we are asked to do so. Before a program gets to the audition stage, it must be considered in relation to the product to be advertised and the audience to be reached. There is also the matter of program balance. What kind of show immediately precedes and follows the new program? What entertainment is scheduled for the same time over other networks?

Coincidental with the work I have just outlined is the selection and notification of stations to carry the new campaign. This is a job for station relations and traffic departments. The sales and research departments are also needed in an advisory capacity. Selections of stations, of course, depends largely upon the specific problems of the advertiser concerned. Where is his best market? How can it be reached most effectively with the money he has appropriated? The time period he has selected and individual station facilities have also to be considered.

As stations are selected to carry the programs, they are notified of the starting date, the time, the duration of the contract, and other details. This, as a rule, is done by wire or teletype, as each station on the network is directly connected with our main office by one of these methods. The non-owned stations from whom we lease time are under contract to clear contract time for CBS advertisers on two weeks notice from New York headquarters. Any local business which they may take is therefore carried on the understanding that it is subject to change of time or cancellation on such notice.

When the desired network has been cleared and the program approved, there is still much to be done before opening date. Before that date, our publicity department works with the client and his agency to publicize the program. It prepares and releases photographs and news stories to magazines and newspapers. A separate division sends news releases to the advertising press and to business papers that are of special interest to the client.

Proposal to Create FCC Bar Drafted

PRELIMINARY plans for creation of a Federal Communications Bar Association to embrace in its membership lawyers admitted to practice before the FCC were made at a meeting in Washington April 27. Louis G. Caldwell, Washington attorney and first general counsel of the old Radio Commission, was named chairman of the organization committee of a dozen, and a general organization meeting is projected, probably in June.

Appointed to the organization committee, in addition to Chairman Caldwell, were Duke M. Patrick; Paul M. Segal; George O. Sutton; Paul D. P. Spearman; Ralph Kimball, counsel for Western Union; Ralph Van Orsdel, counsel for Chesapeake & Potomac Telephone Co.; Phillip K. Hennessey, NBC Washington counsel; Hampson Gary, FCC general counsel; Alfred Geiger, Washington counsel, Independent Telephone Association; Frank W. Wozencraft, general solicitor, RCA, and Howard Kern, vice president and counsel of Mackay Radio & Telegraph.

Mr. Caldwell named a subcommittee comprising Messrs. Patrick, chairman, Kimball and Geiger to prepare a report on organization to be subcommittee at a full committee meeting in three weeks. At that meeting plans will be made to call a general organization meeting of the some 300 attorneys throughout the country who have been admitted to FCC practice.

Mr. Sutton also was authorized by Chairman Caldwell to draft a proposal for the FCC proposing that it follow court procedure in recessing in July and August insofar as hearings are concerned, except on emergency matters. This suggestion will be made to General Counsel Gary.

3 BLANKETS FOR 3 "HOT-BEDS" OF SALES at ONE LOW RATE!!..

National, regional and local advertisers have found that to reach and sell the Missouri audience, they need these stations which blanket the leading trade areas . . . a test will prove the economy of 3 stations—3 markets—1 low rate.

FOR RATES AND COVERAGE DATA WRITE TO ANY STATION BELOW

KWTO-KGBX • KWKC • WTMV

SPRINGFIELD, MO. • KANSAS CITY, MO. • E. ST. LOUIS

SELL ALL SOUTH CAROLINA

5000 WATTS G. RICHARD SHAFTO MANAGER

WIS COLUMBIA

560 KILOCYCLES FREE, JOHNS & FIELD, Inc. NAT'L REPRESENTATIVES

PETTEY SUCCESSOR NOT YET SELECTED

JOHN B. REYNOLDS, assistant secretary of the FCC, is serving as acting secretary until the appointment of a successor to Herbert L. Pettey, who resigned effective May 1 to become associate manager of WHN, New York. Mr. Reynolds, named acting secretary on April 24, is not a candidate for the secretaryship, which is a non-civil service post paying $7,500.

It is indicated that two weeks or more may elapse before a permanent secretary is appointed. There is no disposition, however, to hold the post vacant for an indefinite period. About ten applications are pending for the post. Among those understood to be receiving primary consideration are:

E. Willard Jenson, secretary of the Business Advisory Council of the Department of Commerce, a former assistant to Chairman Farley, and a registered resident of New York.

Joseph Wright, clerk of the Senate Interstate Commerce Committee, who is a native of Montana and a protege of Senator Wheeler (D.) Mont.

Thomas A. Brooks Jr., radio editor of the *New York Evening Journal*, and a native of New Jersey, who appears to have support of the New Jersey Congressional delegation.

Arthur O. Dahlberg, of Escanaba, Mich., an engineer formerly with NRA, now with the Department of Commerce, division of economic analysis.

Ernest Tomowske

ERNEST TOMOWSKE, owner and space buyer of Tomowske Adv. Agency, Spokane, died suddenly in mid-April. Heart failure was the cause of death.

NOW PINE RIDGE
Waters, Ark., Changes Name in Honor of Radio Duo

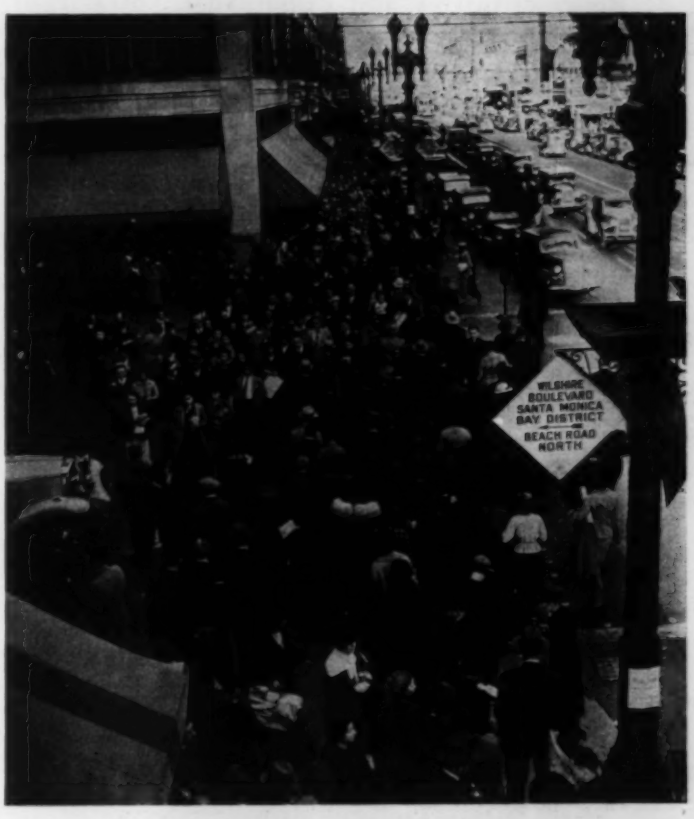
WATERS, Ark., has decided to abandon its name in favor of Pine Ridge, mythical locale of the *Lum 'n' Abner* NBC-Blue series sponsored by Horlick's Malted Milk Corp., Racine, Wis. A special broadcast marking the official shift in names was staged on the network April 26.

Participating in the program were Gov. J. M. Furtell, of Arkansas, the Little Rock high school band and the KTHS Barn Dance Band. Natives of the region impersonated Lum (Chester Lauck) and Abner (Norris Goff), who spoke briefly, as well as other characters in the series. The program marked the fifth anniversary on the air of Lauck and Goff. Charles Lyon, NBC announcer, was master of ceremonies for the event. Lord & Thomas, Chicago, has the Horlick's account.

Heine's Tobacco Tests

H. SUTLIFF Co., San Francisco (Heine's blend smoking tobacco), has placed its national advertising account with Charles R. Stuart Co. Inc., San Francisco agency, and on April 16 started sponsorship for 52 weeks of Captain Gene Sullivan's *Sportsman's Corner* on NBC-KGO, Thursdays, 8:30-8:45 p. m. (PST). It is the first radio effort of the organization which imports and exports as well as manufactures tobacco. The campaign will probably be extended to other NBC West Coast stations.

KFWB LOS ANGELES — WHERE PEOPLE BUY



A $10,000,000 SHOPPING DAY

When Los Angeles merchants stage their semi-annual "Dollar Day," the cash registers ring up a total of ten million dollars in retail purchases before the day is over.

That's what we mean when we say that Los Angeles is where people buy. It's an active market and whether you sell chewing gum or motor cars, Southern California is able and willing to buy your product.

FOR RESULTS AT LOW COST

There's no better or more economical way of reaching this army of buyers than through KFWB. In its primary service area are 2½ million people—81% of all Southern California—with a per capita income of $1351.00 annually.

KFWB's motion picture tieup and program assures a ready-made listening audience for your program. And its low rates guarantee a minimum cost per sale.

KFWB
LOS ANGELES
Owned and Operated by
WARNER BROS. MOTION PICTURE STUDIOS
FREE & SLEININGER
Exclusive Representatives

WCAE In Pittsburgh

Has . . . .

22% more listeners than NBC-Blue Outlet
82% " " " Columbia "
543% " " " leading local station

(Ross Federal Survey of 16,495 completed 'phone calls made during week ending Dec. 16, 1935)

WCAE
PITTSBURGH · BASIC NBC RED NETWORK

National Representative
HEARST RADIO
NEW YORK
CHICAGO
SAN FRANCISCO

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WNAC, Boston

Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Club, Kentucky Winners), 7 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Florida Citrus Exchange, Tampa (grapefruit), 12 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
R. G. Sullivan, Manchester, N. H. (7-20-4), 150 *sa*, thru Broadcast Adv. Inc., Boston.
American Washing Machine Assn., Chicago, 2 weekly *t*, thru Meldrum & Fewsmith Inc., Cleveland.
Consolidated By-Products Co., Philadelphia (Marco pet food), 2 weekly *sp*, thru McLain Organization, Philadelphia.
Gruen Watchmakers Guild, Cincinnati, 60 *sa*, thru DeGarmo Corp., N. Y.
United States Rubber Co., New York, 12 *sa*, thru Campbell-Ewald Co. Inc., Detroit.
E. L. Knowles Inc., Springfield, Mass. (Rubine), 78 *sa*, thru De Forest Merchandising Bureau, Springfield.

WBAL, Baltimore

Wyeth Chemical Co., New York (Jad salts), 130 t, thru Blackett-Sample-Hummert Inc., Baltimore.
Gardner Nurseries, Osage, Ia. (seeds, plants), 3 weekly *t*, thru Northwest Radio Adv. Co., St. Paul.
Richardson & Robbins, Dover, Del. (soup), 1872 *sa*, thru Charles W. Hoyt Inc., N. Y.
Baltus Rolfs Inc., West Bend, Wis. (moth wool), 78 *sa*, thru Cramer-Krasselt Co., Milwaukee.
Seventh Day Adventists, Washington (religious), 52 *t*, thru Howell Adv. Agency, Washington.

KIRO, Seattle

General Mills Inc., San Francisco (Wheaties), daily baseball, thru Westco Adv. Agency, San Francisco.
Crescent Mfg. Co., Seattle (condiments), 6 weekly *sp*, thru Erwin, Wasey & Co., Seattle.
Associated Oil Co., San Francisco, track meets, thru Lord & Thomas, San Francisco.
Seattle Laundry Association, Seattle, 6 weekly *sa*, thru Strang & Prosser, Seattle.

WMCA, New York

United Drug Co., New York (Rexall), 5 *t*, thru Street & Finney Inc., N. Y.
Sno-Flake Shoe Cleaner Co., New York, 2 weekly *sp*, thru Charles A. Mason Adv. Agency, Detroit.
General Electric Co., (regional distributor), 8 weekly *sp*, direct.
P. Lorillard Co., New York (Old Gold cigarettes), 1 *sp*, thru Lennen & Mitchell Inc., N. Y.

WHK, Cleveland

National Carbon Co., New York (Everready Prestone) 26 *sa*, thru J. M. Mathes Inc., N. Y.
Lake Shore Electric Co., Sandusky, O. (transportation), 5 *sa*, thru Campbell-Sanford Adv. Co., Cleveland.

WCOP, Boston

Edgar P. Lewis Co. Inc., Malden, Mass. (Viva candy), 100 *sa*, thru Louis Glaser Adv. Agency, Boston.
Gardner Nurseries, Osage, Ia. (plants, seeds), 13 *t*, thru Northwest Radio Adv. Agency, Seattle.

KNX, Hollywood

Aetna Life Insurance Co., Los Angeles, 5 *sa*, thru Glasser Adv. Agency, Los Angeles.
Roman Meal Co., Tacoma (Speed-I-Mix), 5 weekly *sa*, thru Milne & Co., Seattle.
Reliance Mfg Co., Chicago (Big Yank shirts), weekly *sp*, thru Mitchell-Faust Adv. Agency, Chicago.
Ironized Yeast Co., Atlanta (proprietary), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Los Angeles Soap Co., Los Angeles (White King soap), weekly *sp*, thru Raymond R. Morgan Co., Hollywood.
Strasska Laboratories, Los Angeles (toothpaste), 3 weekly *sp*, thru Glasser Adv. Agency, Los Angeles.
Murine Co., Chicago (eyewash), 3 weekly *sp*, thru Neisser-Meyerhoff Inc., Chicago.
Gilmore Oil Co., Vernon, Cal., weekly *sp*, thru Botsford, Constantine & Gardner Inc., Los Angeles.
Dr. W. J. Ross Co., Los Alamitos, Cal. (dog food), daily *sp*, thru Dan B. Miner Co., Los Angeles.
Oregon State Motor Assn., Portland, Ore., 6 weekly *sa*, direct.

WGY, Schenectady

Niagara Hudson Power Corp., New York, weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
New York Telephone Co., New York, 78 *ta*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Procter & Gamble Co., Cincinnati (white naptha soap), 70 *ta*, thru Blackman Adv. Inc., N. Y.
Sun Oil Co., New York, 3 weekly *sp*, thru Roche, Williams & Cunnyngham Inc., Philadelphia.
Niagara Hudson Power Corp., Albany (coke), daily *ta*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

WSB, Atlanta

Texas Oil Co., New York (Texaco) 39 *t*, thru Hanff-Metzger Inc., N. Y.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *sp*, thru Wade Adv. Agency, Chicago.
McKesson & Robbins Inc., Bridgeport, Conn. (Pursang), 130 *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

WOR, Newark

Dryden & Palmer Inc., Long Island City (Gravy Master), 3 weekly *sp*, thru Samuel C. Croot Co. Inc., N. Y.
New York Telephone Co., New York, 3 weekly *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Ford Motor Co., Edgewater, N. J., 3 weekly *t*, thru McCann-Erickson Inc., N. Y.
Breyer Ice Cream Co., Philadelphia, 3 daily *sa*, thru McKee & Albright Inc., Philadelphia.
Philip Morris & Co. Ltd., New York (cigarettes), weekly *sp*, thru Biow Co. Inc., N. Y.

WHAM, Rochester

E. I. DuPont de Nemours & Co. Inc., Wilmington, Del. (paint), 16 *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Candy Cod Distributors, New York, 30 *sa*, thru Kenyon & Eckhardt Inc., N. Y.
Reliance Mfg. Co., Chicago (shirts), 13 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Bunte Bros., Chicago (candy), 3 weekly *sa*, thru Fred A. Robbins Inc., Chicago.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.

WSBT-WFAM, South Bend, Ind.

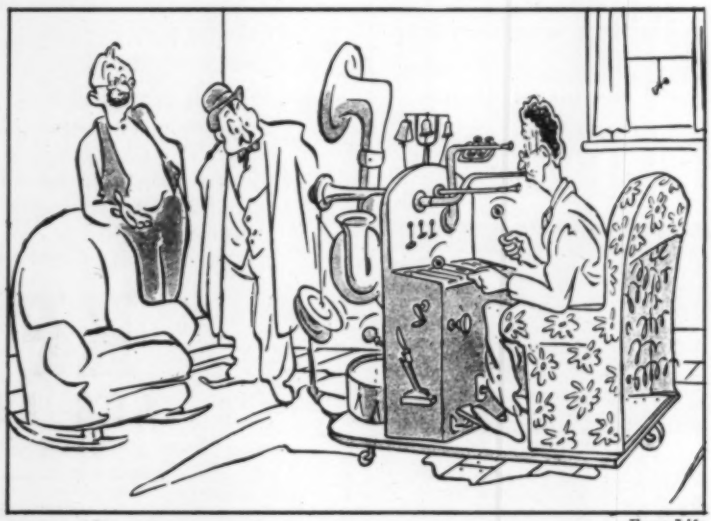
Ironized Yeast Co., Atlanta, 13 *ta*, thru Ruthrauff & Ryan Inc., N. Y.
M. J. Breitenbach & Co., New York (Gude's Pepto Mangan), 26 *sa*, thru Brooke, Smith & French Inc., N. Y.
Carter Medicine Co., New York, 3 weekly *ta*, thru Street & Finney Inc., N. Y.

WMAQ, Chicago

Chicago, Burlington & Quincy R. R., Chicago, daily *sa*, thru Reincke-Ellis-Younggreen & Finn Inc., Chicago.
National Biscuit Co., New York, (Shredded Wheat, etc.), 3 weekly *t*, thru McCann-Erickson Inc., Chicago.

WNBH, New Bedford, Mass.

New England Telephone & Telegraph Co., Boston, 46 *sa*, thru Broadcast Adv. Inc., Boston.
Procter & Gamble Co., Cincinnati (Ivory shaving cream), 125 *sa*, thru Blackman Adv. Inc., N. Y.



From Life

"He's going to play it on the Major Bowes hour, if he can get it into the studio."

WICC, Bridgeport, Conn.

Fairfield Pharmacal Co., Westport, Conn. (No-Mal tablets), 7 weekly *sa*, thru Kelly, Nason & Roosevelt Inc., N. Y.
Ironized Yeast Co., Atlanta (proprietary), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Johnson Educator Food Co., Cambridge, Mass. (Crax), 6 weekly *sa*, thru John W. Queen, Boston.
Reid-Murdoch Co., Chicago (Monarch food), 7 weekly *sa*, thru Rogers & Smith Adv. Agency, Chicago.
McKesson & Robbins Inc., Fairfield, Conn. (Pursang), 26 *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
A. H. Lewis Medicine Co., St. Louis (Tums), 5 weekly *sa*, thru H. W. Kastor & Sons Adv. Co., Chicago.
Carter Medicine Co., New York (liver pills), 3 weekly *sa*, thru Street & Finney Inc., N. Y.

KFI, Los Angeles

Continental Mills Inc., Seattle (Krusteaz), 13 *sp*, direct.
Clairol Inc., New York (hair rinse), 52 *sp*, thru Milton Weinberg Adv. Agency, Los Angeles.
Gruen Watchmakers Guild, Cincinnati, 56 *sa*, thru DeGarmo Corp., N. Y.
Nash Motors Co., Kenosha, Wis. (autos), 26 *sa*, thru J. Walter Thompson Co., Los Angeles.
Washington State Apple Bureau, Seattle, 12 *sa*, thru Izzard Co., Seattle.
Zenith Radio Corp., Chicago, 18 *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Bi-so-dol Co., New Haven (proprietary), 130 *t*, thru Blackett-Sample-Hummert Inc., N. Y.

KWKC, Kansas City

F. W. Fitch Co., Des Moines (shampoo), 3 weekly *t*, thru L. W. Ramsey Co., Davenport, Ia.
Gillette Safety Razor Co., Boston (blades), weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Phillips Petroleum Co., Bartlesville, Okla., 13 *t*, direct.

KGO, San Francisco

James Graham Mfg. Co., San Francisco (Wedgewood stoves), daily *sa*, thru Long Adv. Service, San Francisco.
General Electric Co., Bridgeport, Conn. (washers and ironers), 2 weekly, *t*, thru Maxon Inc., Detroit.
H. Sutliff Tobacco Co., San Francisco (Heine's blend tobacco), weekly *sp*, thru Charles R. Stuart Co. Inc., San Francisco.

WHIO, Dayton

Bulova Watch Co., New York, 7 weekly *sa*, thru Biow Co. Inc., N. Y.
Ford Motor Co., Detroit, 16 *sa*, thru McCann-Erickson Inc., Cleveland.
Ironized Yeast Co., Atlanta (proprietary), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

WEAF, New York

General Baking Co., New York (bread), 6 weekly *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

WJZ, New York

Beneficial Management Corp., Newark, weekly *sp*, thru Bermingham, Castleman & Pierce Inc., N. Y.

WDAY, Fargo, N. D.

Gardner Nurseries, Osage, Ia. (seeds, plants), 3 weekly *t*, thru Northwest Radio Adv. Co., Seattle.

WGN, Chicago

Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 66 *sp*, thru Wade Adv. Agency, Chicago.

WBNY, Buffalo

Niagara National Bank of Buffalo, 52 *t*, thru Ellis Adv. Co., Buffalo.

KGGC, San Francisco

GallenKamp Stores Co., San Francisco (shoes), weekly *sa*, direct.

NBC Outlines Plan For WJZ's 500 Kw.

NBC PRESIDENT Lohr's intense interest in the technical side of radio, due probably to his own background as a military engineer, was manifested during the last fortnight in announcing NBC's plan to seek FCC authority to increase the power of WJZ, New York key of the Blue network, to 500,000 watts. The application, which will go to hearing before the Broadcast Division because it involves a question of policy in view of the present limitation of 50,000 watts on the clear channels, cites the need of WJZ to increase its coverage of the metropolitan New York area and the thickly populated nearby sections.

Unlike WLW, whose 500,000 watt transmissions were begun exactly two years ago this month, the WJZ application does not ask for experimental operation, thus being an endorsement by the network's engineers of the efficacy of super-power as demonstrated by WLW. Like WLW's the plant of the new WJZ would be built by RCA Mfg. Co., also a wholly-owned RCA subsidiary. Tentative plans contemplate building at or near the present site of WJZ at Bound Brook, N. J., though NBC engineers are still carrying on field tests to determine whether another site would be more favorable.

NBC is known to be particularly eager to secure better coverage not only of New York City proper but of Westchester County, where WJZ has many dead spots. The proposed new antenna would be a single steel tower 640 feet high, which Mr. Lohr said "will increase the efficiency of the present 50,000-watt transmitter and minimize fading, assuring improvement of reception." Mr. Lohr said he hoped the tower would be ready in time for NBC's tenth anniversary celebration next November.

"The population of approximately 20,000,000 within the primary service area of WJZ amply justifies this step to provide greater broadcasting efficiency," Mr. Lohr said. "The proposal is the outgrowth of the studies of coverage problems in the sector comprising New York, New Jersey, Pennsylvania and Southwestern Connecticut which the National Broadcasting Company has been conducting for years. RCA and NBC engineers are now at work correlating the design of the proposed new transmitting plant so that the company may proceed promptly upon receiving the approval of the FCC."

NBC Engineers under the direction of O. B. Hanson, chief engineer, and Raymond F. Guy, radio facilities engineer, are collaborating with RCA engineers in planning the new antenna system and transmitting equipment.

Pratt Resigns From NAB

ELMER W. PRATT, former Radio Commission attorney and examiner, who joined the NAB Feb. 1 as its attorney, has resigned to return to his private radio law practice. Original plans in connection with the NAB counselship did not materialize and Mr. Pratt elected to return to his former status.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

PLYMOUTH MOTOR Corp., Detroit (autos) on May 12 starts Ed Wynn in *Gulliver the Traveler* on 64 NBC-Red stations, Tuesdays, 9:30-10 p. m. Agency: J. Stirling Getchell Inc., N. Y.

CALIFORNIA ANIMAL PRODUCTS Co., Oakland, Cal. (Calo Dog Food) on May 7 starts for 13 weeks in *Woman's Magazine of the Air* on 5 NBC-KPO stations, Thursdays, 2:15-2:30 p. m. (PST). Agency: Emil Brisacher & Staff, San Francisco.

SHASTA WATER Co., San Francisco (Shasta water), on May 4 starts for 13 weeks participation in *Feminine Fancies* on 8 CBS-Don Lee network stations, Mondays, 3:20-3:30 p. m. (PST). Agency: Brewer-Weeks Co., San Francisco.

GILMORE OIL Co., Los Angeles (gasoline & oil), on April 14 started for 13 weeks, *Watch Dogs* dramatized stories, on Western Network (KSFO-KNX), Tuesdays, 8:30-8:45 p. m. (PST). Agency, Botsford, Constantine & Gardner Inc., Los Angeles.

WARREN Uninstructed Republican Delegation Committee, San Francisco (political) on April 15 started for four weeks *Political Talks* on 2 NBC-KPO stations, varied evening schedule. Agency: Pacific Adv. Staff, San Francisco.

Renewal Accounts

PACIFIC COAST BORAX Co., Wilmington, Cal. (20 Mule Team Borax) on May 19 renews for 52 weeks *Death Valley Days* on 5 NBC-KPO stations, Tuesdays, 8-8:30 p. m. (PST). Agency: McCann-Erickson Inc., San Francisco.

GEORGE W. CASWELL Co., San Francisco (coffee) on May 11 renews for 52 weeks in *Woman's Magazine of the Air* on 5 NBC-KPO stations, Mondays, 2:45-3:00 p. m. (PST). Agency: Emil Brisacher & Staff, San Francisco.

Network Changes

U. S. TOBACCO Co. on April 20 added 10 stations to CBS series.

SSS Co. on April 29 shifted Music Box to 8:30-9 p. m. on 11 MBS stations.

LADY ESTHER Co. on April 26 shifted Wayne King to 6:30-7 p. m. on 6 MBS stations.

McFADDEN PUBLICATIONS Inc. on June 7 shifts Good Will Court to Sundays, 10:30-11 p. m. on MBS.

CBS Picks Derby Crew

IN ITS broadcast May 2 of the Kentucky Derby, under sponsorship of Brown & Williamson Tobacco Co. (Kool, Raleigh cigarettes), CBS will use Bryan Field, Westbrook van Voorhis (Hugh Conrad) and Bob Trout, the same crew used for the sponsor at the 1925 Derby. Pete Monroe, of the announcing staff of WHAS, Louisville, will assist. Field, who will give the acount of the race, is turf expert for the *New York Times*. Batten, Barton, Durstine & Osborn Inc., New York, placed the account. The broadcast is scheduled for 6:15-7 p. m. (EDST) on 71 stations.

In the first quarter of 1936 Business increased 65% above that of 1935 at

1000 Watts 1260 Kc. **KGVO** MISSOULA MONTANA

WLLH Is Granted Right To Test Booster Station

A NEW EXPERIMENT in synchronization of broadcasting stations, under which the "mother" station will have its signals intensified by the user of a "booster", was approved April 24 by the FCC. It granted the application of WLLH, Lowell, Mass., to install a booster at Lawrence, Mass., 9 miles distant to operate on the same frequency of 1370 kc., with variable power of 10 to 100 watts. The experiment is until July 1, with likelihood of renewal. It is the first time the FCC has ever authorized synchronization on a local channel.

Other synchronizations authorized by the FCC and its predecessor, Radio Commission are in the higher power categories. These include WJZ, New York and WBAL, Baltimore, after 9:30 at night; WBZ and WBZA, Boston and Springfield, Mass.; WBBM, Chicago, and KFAB, Lincoln, Neb.

Contest Suit Dismissed

WASHBURN-CROSBY Co. Inc., Minneapolis (General Mills subsidiary) was awarded a directed verdict in a suit for $10,000 filed against it by Mrs. Oscar Ness, St. Paul. Mrs. Ness claimed she was entitled to a duplicate $10,000 award in the sponsor's "Radio's Nameless Mystery Baby" contest, which closed in April, 1935. Mrs. Ness claimed she also had filed the name "Norita", which won the contest, but the sponsor denied receipt of such entry from her. Blackett-Sample-Hummert Inc., Chicago, handled the account.

WMBG

CBS Outlet
Richmond, Virginia

SALES MANAGEMENT'S

"Survey of Per Capita Spending Power" Shows:—

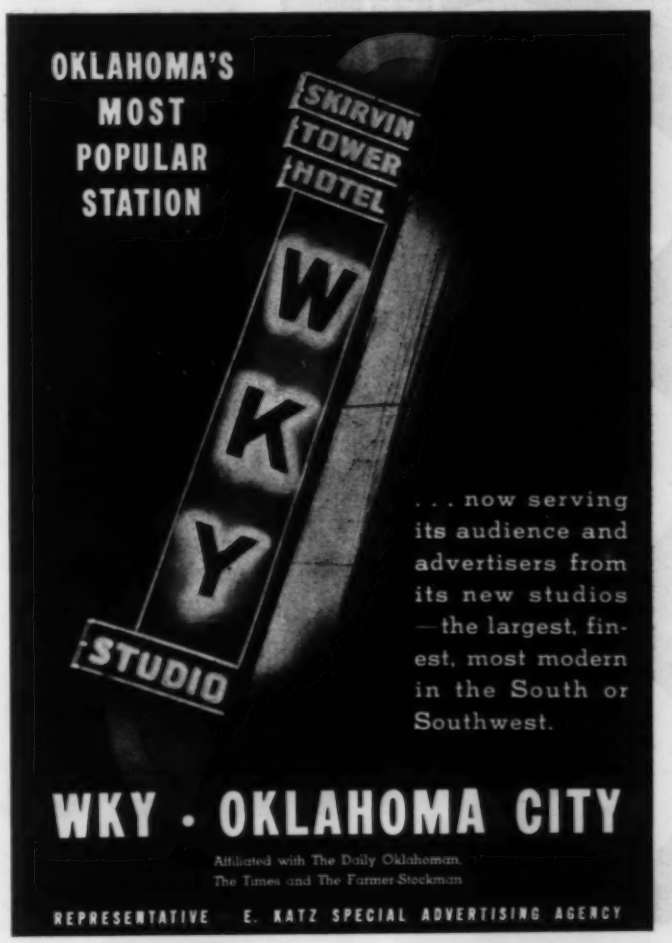
Among All Cities, Richmond Ranks 19th

In Cities of 250,000 — 500,000 Richmond Ranks 3rd

Use WMBG In This Preferred Concentrated Market

—

Exclusive Representation — FURGASON and ASTON


OKLAHOMA'S MOST POPULAR STATION
SKIRVIN TOWER HOTEL
W K Y
STUDIO
. . . now serving its audience and advertisers from its new studios —the largest, finest, most modern in the South or Southwest.
WKY · OKLAHOMA CITY
Affiliated with The Daily Oklahoman, The Times and The Farmer-Stockman
REPRESENTATIVE E. KATZ SPECIAL ADVERTISING AGENCY

"PAUSE for Station Announcement"

BIGGER! BETTER! GRANDER than ever!

. . . a real circus
CAROLINA JAMBOREE
SATURDAY NIGHTS
Starting at 11:30 p. m.
FOUR SOLID HOURS of FUN and AMUSEMENT!

20 String Bands 20
100 Artists 100

A Real Barn Dance by People Who Started Barn Dancing!

Staged in Greensboro's MAMMOTH SPORTSRENA
Tune In—You Can Hear Us!
Write for Prices for Participation — Sponsorship

Your Station is WBIG in Greensboro, N.C.

AGENCIES AND REPRESENTATIVES

E. HAROLD GREIST, president of Gardner-Greist Co., Chicago, and vice-president of Gardner Adv. Co., New York, has moved to New York and taken charge of the New York office. The American Rolling Mills account formerly handled out of the Chicago office will hereafter be serviced out of New York.

WILLIAM BENTON has resigned as chairman of the board of Benton & Bowles Inc., New York agency, being succeeded by Chester Bowles. Mr. Benton retains his interest in the firm and also remains as a director but intends to devote his time to other unannounced interests. Atherton W. Hobler continues to serve as president of the agency. Ted L. Bates has been elected a vice-president and will continue to serve as account executive on the Colgate-Palmolive-Peet account.

STELLA UNGER, formerly program director of WMCA, New York, and more recently associated with the Radio Guild in the production of the *Borden Lou Little Club* program on WOR, Newark, has been appointed director of radio for J. P. Muller & Co., New York.

TERRY GUNN, formerly advertising manager of Acme White Lead & Color Works and the Kroehler Mfg. Co., and also an account executive with Henri, Hurst & McDonald Inc., Chicago, has joined the New York sales staff of Edward Petry & Co., station representatives.

FREDERICK W. ZIV, head of the Cincinnati agency bearing his name, is editor of "The Valiant Muse," an anthology of poems written by soldier-poets killed in the World War, published in April by G. P. Putnam's Sons, New York.

Williamson Shifts

GREGORY WILLIAMSON, formerly codirector of radio for Lord & Thomas, New York, resigned April 25 to join Pedlar & Ryan Inc., New York, as director of radio. Mr. Williamson had been with Lord & Thomas since the early part of 1934, associated with the production of the Lucky Strike *Hit Parade* on NBC and the *RCA Magic Key*. For a short time he had been with Lennen & Mitchell Inc., New York, as director of radio, but left to join Lord & Thomas. He entered radio in 1929 as a member of the NBC production department and served as both a writer and producer. The Lucky Strike dramatizations of Department of Justice and New York Police cases was one of the leading programs which he produced at NBC and which ultimately lead to his joining the Lucky Strike agency, Lord & Thomas. At Pedlar & Ryan Mr. Williamson will be in direct charge of the Proctor & Gamble-Camay soap program on NBC and the new Borden Co. Mel-O-Rol ice cream program starting on WEAF May 1.

BEN WARD, Pacific Coast art and radio director of N. W. Ayer & Son Inc., San Francisco, is in Hollywood supervising production of *Hollywood Talent Parade*, sponsored by Kellogg Co., (cereals) over the NBC-Pacific Red network on Thursdays, 9:15-9:45 p. m. (PST) from the network's studios in that city. He will remain in Hollywood for the duration of the contract.

KATHERINE STEINBERG, for the last year office manager of the Sidney Garfinkel Adv. Agency, San Francisco, has been transferred to the production department, assisting on radio as well as other accounts. Relia Smith succeeds her as office manager.

HINES M. HATCHETTE, formerly vice president and manager of WGAL, Lancaster, Pa., has joined Moss Associates, New York, as radio director.

RENEWAL of exclusive national representation agreements with Free & Sleininger Inc. has been announced by WHO, Des Moines; KSD, St. Louis, and KOIL, Omaha. WHO is entering its fifth year with the firm, KOIL its third and KSD its second year.

KEN NILES, drama coach at KHJ, Los Angeles, for six years, resigned April 15 to become associated with the Los Angeles office of the F. Wallis Armstrong Co. in connection with production of *Hollywood Hotel* and *Burns & Allen*. William Bacher, radio head of the agency in Los Angeles and producer of the two shows, spent three weeks in April on a trip to Hawaii.

MacGREGOR & SOLLIE Inc., Hollywood transcription concern, has been appointed representative for KJBS, San Francisco, and KQW, San Jose, in Southern California. George Roesler represents the stations in Chicago, Detroit and New York.

BETTY KING has taken the place of Ruth Bennett, recently transferred by Free & Sleininger Inc., from its Chicago offices to New York. Jessie Henriksen has also joined the Chicago office of Free & Sleininger.

BEACON ADV. AGENCY has been started at 48 W. 48th St., New York, by H. Martin Block and Theodore J. Funt. Roy Spector is account executive in charge of radio.

C. L. MOON, formerly national representative for the *New York Evening Post* and *World Telegram*, and previously identified with the magazine field, has been appointed Eastern representative of the Roesler station representative organization. Mr. Moon's headquarters are in the Lincoln Bldg., New York.

TOM WALLACE, Los Angeles agency man, in New York several months in connection with Townsend activities, returned to the West Coast in April.

SAMUEL MOORE Jr. has been named radio director of L. D. Wertheimer & Co., New York.

VAN AUKEN-RAGLAND Inc., Chicago, on May 1 will move into larger quarters in the Civic Opera Bldg., Chicago.

J. A. MORTON has been appointed sales representative of KIRO, Seattle.

G. M. BASFORD Co., industrial advertising agency, has moved its office from Pittsburgh to Leader Bldg., Cleveland.

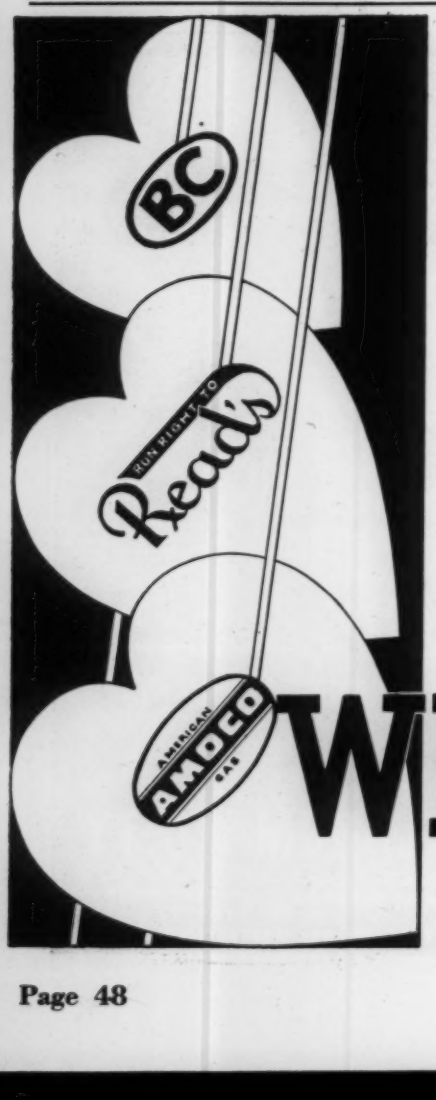
FANCHON & MARCO, Los Angeles theatrical producers, have moved their radio department to 1560 N. Vine St., Hollywood, adjacent to the Olesen sound studios. Transcriptions will be made of many productions. Gardiner Osborne remains as head of the F & M radio division.

WDAE, Tampa, has named E. Katz Special Advertising Agency as its exclusive national representative.

PHILIP MYGATT, radio writer of J. Walter Thompson Co., New York, has been transferred to the Hollywood office in a similar capacity. George Faulkner is also on the West Coast working on the new Frank Fay-Royal Gelatin program but will be back East before the end of May.

BRANHAM Co., New York, newspaper representatives which recently announced its entry in the radio representation field, has signed two more stations—WTJS, Jackson, Tenn., and KTBS, Shreveport. This makes a total of three, KRLD, Dallas, being the first station signed. KTBS is owned by the *Shreveport Times*, and has heretofore been represented by John Blair & Co. along with KWKH, also owned by the same paper. The former station goes over to Brandham May 1, and the latter station remains with Blair. WTJS is owned by the *Jackson Sun* and never has been represented in the national field before.

WILLIAM P. DAY, executive vice president of Lambert & Feasley Inc., New York agency, who recently engineered the purchases of four Southwest Broadcasting System stations by Hearst Radio Inc., has retired. Reports that he would join the Hearst radio interests were officially denied with the statement that Mr. Day's association with the station deal was based entirely upon his personal friendship with T. J. White, general manager of the Hearst enterprises.



3 HEARTS that 'BEAT' with WFBR Time!

Do you believe local advertisers know where the fishing's best? WFBR LEADS IN LOCAL TIME SOLD ON MAJOR NETWORK STATIONS! Do you believe national advertisers know? WFBR LEADS IN "LIVE TALENT" NATIONAL SHOWS! These 3 exclusive WFBR advertisers are among many who know WFBR is FIRST in leadership, listeners and results in the Heart of Maryland.

Maryland's Pioneer Broadcast Station

WFBR

BALTIMORE, MD.
NBC RED NETWORK
National Representatives: EDWARD PETRY & CO., Inc.

LANGLOIS AND WENTWORTH INCORPORATED
PRODUCED OVER 26,000 QUARTER-HOUR RADIO PERIODS LAST 12 MONTHS
420 MADISON AVENUE NEW YORK

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

KENYON & ECKHARDT Inc., New York, has resigned as agency for Axton-Fisher Tobacco Co., Louisville (Spud cigarettes) and the account has been placed with Young & Rubicam Inc., New York. The agency had handled advertising of Spud cigarettes since its inception in 1927. Recently control of Axton-Fisher was acquired by Standard Commercial Tobacco Co., New York. Axton-Fisher has named Mc-Cann-Erickson to handle its Twenty Grand account.

JOHN T. ADAMS, formerly president of the Federal Broadcasting Co., and at one time vice president of Columbia Concerts Corp., a subsidiary of CBS, has joined J. P. Muller & Co., New York agency, in charge of the new business department. He formerly held a similar post with Lennen & Mitchell Inc., New York.

Weed Goes on Own

THE LEASING of WEEI, Boston, to CBS having broken up the New England Network as a cooperative enterprise, Joseph J. Weed, formerly head of the New York sales office of the network and its five affiliated stations, on May 1 will start his own station representative business with offices in the Borden Bldg., New York. His brother Neil will be associated with him in charge of the Chicago branch at 203 No. Wabash. Until WEEI transfers to CBS, the Weed organization will continue to represent it in the national field. It will also represent WTIC, Hartford; WJAR, Providence; WTAG, Worcester, and WCSH, Portland, the other four units of the New England Network.

New Radio Rep Firm

MITCHELL-RUDDEN-RUDDEN Inc., New York newspaper representatives, is the latest firm to announce its intention of entering the field of radio representation. Its first client, it was announced, is KFEQ, St. Joseph, Mo., heretofore represented by Wilson-Dalton Inc. The E. Katz Special Advertising Agency, newspaper representatives who recently also entered the radio field, has announced the addition of WDAE of the *Tampa Times* to its list, and its appointment as full national representative for WOWO, Fort Wayne, Ind. It now has a list of 12 stations, most of them owned by newspapers.

New Memphis Agency

FORMATION of the advertising agency Simon & Gwynn Inc., was announced April 23 in Memphis, to begin business May 1. The principals are H. N. Gwynn, sales manager and Milton Simon, production manager of WMC, Memphis, who resigned to enter their own business. The agency will be general although particular emphasis will be on radio and newspapers. Mr. Gwynn was formerly with the advertising department of the *Commercial Appeal*, which operates WMC, while Mr. Simon has specialized in script writing and radio merchandising.

KIRO, Seattle, which has just received an increase in power to 1,000 watts, has appointed John Blair & Co., station representatives, to handle its representation nationally. The station is under the general management of H. J. Quilliam. It recently moved into new studios in the Cobb Bldg.

RADIO ADVERTISERS

PRESCRIPTION LABORATORIES Inc., Detroit, is building the bulk of its advertising campaign for Ka-Fen pain relief, anti-acid and tonic salt laxative pills, around quarter-hour programs presented each morning over Michigan Network. Charles A. Mason Adv. Agency handles the account.

SPECIALTIES DISTRIBUTING Co., Detroit, has scheduled 15-minute time before baseball broadcasts over the outstate stations of Michigan Network, building a program around Gus Clark to advertise Grunow and Electrolux refrigerators and Friars Ale.

C. C. AUSTIN, general sales manager of Campbell Soup Co., Camden, with C. W. Habiland, western division manager of Los Angeles, were in San Francisco in April on a national survey for their organization.

MURINE Co., Chicago (eye lotion) through Neisser-Meyerhoff Inc., Chicago, is sponsoring *The Newlyweds* on KNX, Hollywood, three evening quarter-hours weekly for 13 weeks.

GILMORE OIL Co., Los Angeles, on April 14 launched a program on KNX, Hollywood, for four weeks with an evening quarter hour weekly called *Watchdogs*. Los Angeles office of Botsford, Constantine & Gardner, Los Angeles, handles the account.

WHITE KING SOAP Co., Los Angeles, through the Raymond R. Morgan Co., Hollywood, in April returned to KNX, Hollywood, for an evening quarter-hour weekly with Harry H. Balkin, character analyist.

JAMES H. RHODES & Co., Chicago (Colussus sponges, cleansers) has placed its account with Hanff-Metzger Inc., Chicago.

SCHUTTER-JOHNSON Candy Corp., Chicago, has named Ruthrauff & Ryan Inc., Chicago, as its agency.

PURATONE PRODUCTS Co., St. Joseph, Mo. (proprietary) has transferred its account to Guenther Associates Inc., St. Louis.

REIF-REXOIL Inc., Buffalo (oil burners) is advertising through Moss-Chase Co., Buffalo.

OMAHA FLOUR MILLS Co., Omaha (Omaha flour) has named Burns Hall Adv. Agency, Milwaukee, to service its account.

SCOTT & BOWNE Inc., Bloomfield, N. J. (Scott's Emulsion, Ki-Moids) has appointed Young & Rubicam Inc., New York, to place advertising.

HARTZ MOUNTAIN PRODUCTS Co., New York (canaries, birdseed) has shifted its advertising to Hirsch-Turpen Inc., New York.

E. C. RICH Co., New York (Gibson specialties) has named Hirsch-Turpen Inc., New York, as its advertising counsellor.

MODERN INDUSTRIAL BANK, New York (saving and loan institution) shifted Gabriel Heatter from WJZ to WEAF April 27. Marschalk & Pratt Inc., New York, has the account.

PENN TOBACCO Co., (Kentucky Winners, Kentucky Club pipe tobacco), is sponsoring a new series of news broadcasts, daily except Sunday, which started on WBBM, Chicago.

GLAME Co., Hoboken, N. J. (nail polish) has appointed Franklin Bruck Adv. Corp., New York, to handle its account. No changes in the radio schedule, is contemplated. Program is now on WOR, Newark, and WFIL, Philadelphia, is planned.

HARRWID CANDY Corp., New York (Choo-Froot candy) has announced that Alvin Austin Adv. Agency, New York, will handle its advertising. Radio will be used in the autumn.

BRISTOL-MYERS Co., New York, has announced the appointment, effective July 1, 1936, of Pedlar & Ryan Inc., New York, to handle advertising for Ingram's shaving cream.

Timlin to Branham

JOSEPH F. TIMLIN has been placed in charge of the radio division of the Chicago office of the Branham Co., representatives of newspapers and radio stations. James H. Connolly has charge of the same department in the New York office. Mr. Timlin was formerly in the radio department of the J. Walter Thompson Co., Chicago, while Mr. Connolly was associated with N. W. Ayer & Son, New York, in the radio department.

WJAY
CLEVELAND
610 Kilocycles

Mrs. Dionne has nothing on us!

Producing five sales where our competitors produce one or two is pretty much of an old story to our 70-odd national and local advertisers—and incidentally, more local advertisers are on our station than any other in Cleveland—and they *stay* on—some of 'em for over five years now!

We think it's the capable, personalized selling that every product we handle receives; maybe it's our swell position on the dial — but whatever it is, we know your inquiries (and your sales!) will cost you less on WJAY—which should interest the man who is tone-deaf to everything but cash registers. Facts can be had, promptly. Write, wire or phone.

EDYTHE FERN MELROSE, MGR.

WJAY Cleveland

Nat. Rep. Aerial Publicizing, Inc.
30 Rockefeller Plaza, New York

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1,000 Watts*

Tourists Push Business UP!

Mountain Carolina, of which Asheville is the center and trade capital, is now entering its tourist season—busiest time of the year! Use WWNC's blanket coverage to tap this great summer market!

THEY KNOW THEIR RADIO!

Buying radio-time has become a job for experts. These outstanding radio-time-buying experts are BUYING WHN for intense coverage of the great New York market!

WHN—the magnet for important new accounts!

The New York Station with National Prestige

WHN - NEW YORK

1540 Broadway . . . Times Square
5,000 Watts L.S. 1,000 Watts Night
National Advertising Representatives
E. KATZ SPECIAL ADVERTISING AGENCY
New York — Chicago — Philadelphia — Detroit
Kansas City — Atlanta — Dallas — San Francisco

FLASH! As we go to press, Trapping & Lloyd for Glendon & Dilworth for manholes, renewal for another 13-week period!

KVFD Sale Arranged

SALE of KVFD, Los Angeles regional, for a sum understood to exceed $50,000, to interests controlled by J. F. Burke, retired California capitalist, has been consummated, subject to FCC approval. KVFD, a limited time station using 250 watts on 1,000 kc., is now owned by the Los Angeles Broadcasting Co., which also operates KFAC, Los Angeles. E. L. Cord, motor car manufacturer, is the principal owner of the Los Angeles Broadcasting Co. The Burke group has formed the Standard Broadcasting Co. to operate the station. J. F. Burke Jr., is president with Mabel S. Burke vice president and Mr. Burke Sr., secretary-treasurer.

Supreme Court
OKAYS
TVA
•
ADVERTISERS
KNOW
WNOX
KNOXVILLE, TENN.
Only medium covering this area.

TRAPPING THE ELUSIVE NOISE

Private Lives of Frogs, Even Junior's Snores, Are Captured for Sound Effects Library

By DON ALLEN
Production Manager
Standard Radio, Inc., Hollywood

Mr. Allen

I'M NOT at all sure I like this sound effect business. In the first place it has just about wrecked my home life because I am unable to do the simplest things, such as viewing a movie without mentally noting and more often exclaiming aloud about the possibilities of the effects as they pass before my eyes and ears. As an example I looked at a very entertaining picture the other night but the most vivid impression I retained was that of the very swell thunder which the movie outfit had dubbed into a storm scene.

And secondly, my friends in the radio business keep reminding me of the man who started to build a sound effects library for a large company and who ended, with his job far from complete, in a sanitorium.

Nevertheless I am up to ears in sound effects, have been for some months past and probably will be until I too land in a straight jacket or find an easier way of earning a living.

I got into sound effects because my company decided to make a library of such effects to sell to radio stations and because my experience in station production had been tied up (and what production man's life is not) with effects.

Of course we started out logically. First, we determined how existing effects could be improved upon and then very simply it followed all we had to do was to better them, figuring that here in Hollywood it ought to be easy. Why it wasn't easy is the reason for this story.

The Source of Sound

TO BEGIN with we figured we had a tremendous head start over anyone else by being on the spot in Hollywood. Here is the capital of the world's film industry and where they grind out the leaping celluloid, there you will find sound effects. Pictures are made first and effects are added later. I remember once seeing a dupe made of a film wherein some dozen people worked several hours to get the right kind of sound to fit the striking of a match!

In Hollywood with proper introduction you can get into any studio, see almost anything they do, but you can't get near their effects library. One large film studio values its sound effects at over a million dollars and I doubt if there is a studio in Hollywood, large or small, with less than a hundred thousand dollars charged off to effects.

So here, thought we, is a cinch. We can get experienced men and then all we have to do is record. We got experienced men all right and we've recorded, and recorded and recorded. And lucky for us we were in Hollywood or the job might never end.

Briefly here is how we did it. We employed a standard film portable sound unit, consisting of film recorder and crew, all mounted in a two-ton truck. We went to the harbor; we solicited and obtained cooperation of the police and fire departments; we stayed days around airports. We had to go to a small village and practically put the town on a two-hour vacation in order to get sawmill sounds without extraneous noise.

For that, my friends, is the thing that causes grey hairs when you go to pick up sound. One time you spend hours near a frog pond to get the croaking of the little so-and-sos only to have take after take spoiled by some nocturnal joy rider who decides to start his motor at the wrong time, and another time you have your choice takes of airplane motor takeoffs spoiled by singing birds in the background. It's unbelievable the grief one can encounter.

But we had laughs and thrills, too. One day I heard a movie outfit was going to wash out a plane for a shot they were making. By pulling a lot of strings we got permission to make a sound track simultaneously. The idea was for the pilot to throw his ship into a spin at about 3000 feet, stay with it long enough to make sure it would go, and then bail out at about 1500. Using radio control with the plane the director gave orders and the ship went into the spin. Down she came with the wind shrieking in the struts and the motor fully revved—1,500 feet but no pilot out—1,000 feet and still the stunt flier was in his seat. And then, as he came closer we could guess the trouble. He was caught!! And the plane completely out of control.

Just as I was about to cover my face so I wouldn't have to witness that awful crash a puff of white flicked over the side and a few seconds later the chute opened and our stunt man came down safely. The plane? Yeah, it crashed beautifully and we got the works!

The kick of the whole thing was the picture company had to rewrite their script as they didn't feel like going to the expense of wrecking another ship and they used the thrilling bail-out of the pilot instead of the original sequence while, we, interested only in sound, got the whole thing with the investment of a few hours of time and 174 feet of film.

Skids and Screeches

THEN there was the time when we were allowed to be in on the shooting of a spectacular auto skid. It was a chase scene and the car was to slide brakes down a short grade and turn completely around thereby making an otherwise impossible hairpin turn and eluding the pursuers. The stunt man does this by adjusting the brakes differently on the two sides of the car and with the help of a little moisture on the pavement it is supposed to work.

Okay, now here's the take. The car comes down the hill, the brakes screech and tires smoke, the car turns, heads up the other road as wanted except that the angle was a little too much for the driver and he goes over the curb and through a plate glass window of a phoney drug store the company had built on the corner. Such a glass crash!

Just Had to Chirp

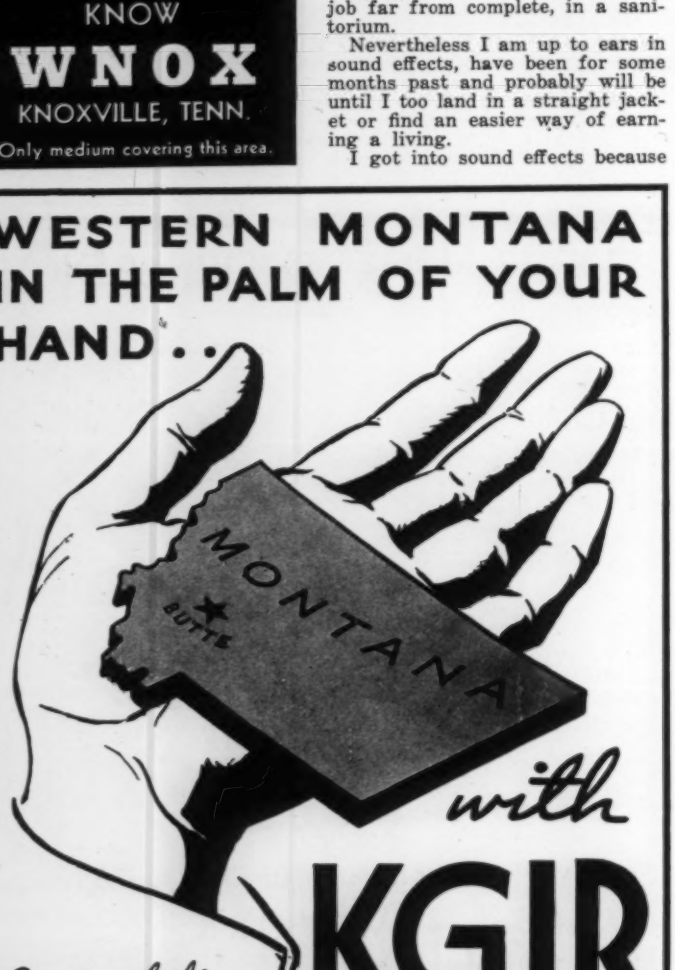
AND for laughs. One morning we wasted a thousand feet of film on some auto effects because some over enthusiastic birds would insist on warbling. Although a block away they came through perfectly. Disgusted, we packed up and took the truck over thinking we might get the bird effects. The little birdies flew away, but we caught a dog, who thinking we were trespassers on his master's property, barked his head off for our microphone and hungry film.

And so on and on and on. Once we get the effect on film we dupe it to wax and you can really do tricks with a few feet of film and a crew of clever technicians. And also the continuity writer can look over the sound effect index and think of something to write into his next week's opus.

What worries me is that I may be headed for the funny house at that because last night as I was just about to drop off to sleep my last recollection before the Sandman got me was if I dared ask my wife if we could drive the sound truck by some evening.

You see I have a young son and because his adenoids have not yet been taken out he snores quite loudly in his sleep. And what a beautiful snore effect it would make!

WESTERN MONTANA
IN THE PALM OF YOUR
HAND . .



with
KGIR
BUTTE
MONTANA

Representatives
JOSEPH McGILLVRA
NEW YORK • CHICAGO
•
WALTER BIDDICK CO.
PACIFIC COAST

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Firestone Tire & Rubber Co., Akron

Dodge Clothing Co., Los Angeles

Orbit Gum Co., Chicago

Simpson Spring Co., N. Easton, Mass. (ginger ale)

Duart Mfg. Co., Ltd., San Francisco (beauty culture)

Chas. H. Phillips Chemical Co., New York (face cream, toothpaste, milk of magnesia)

Sales Affiliates Inc., New York (Zotos permanent wave)

Beaumont Laboratories, St. Louis (4-way cold tablets)

Bi-so-dol, New Haven, Conn. (Bi-so-dol)

Stanback Co., Salisbury, N. C. (headache powder)

Aetna Life Ins. Co. & Aff. Cos., Hartford, Conn.

Oregon Mutual Fire Ins. Co., Portland

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal)

D'Arrigo Bros. Co., San Jose, Calif. (Andy Boy broccoli)

Coolerator Co., Duluth (refrigerators)

Westinghouse Elec. & Mfg. Co., Pittsburgh (refrigerators)

International Shoe Co., St. Louis

STANDARD RADIO Inc., Hollywood, is adding 50 numbers to its collection of 200 hill-billy, old-time and novelty selections under the title *Sons of the Pioneers*, already used by more than 100 stations. The five singers who perform the numbers are working with Bing Crosby in the picture "Rhythm on the Range". Stations which have purchased the Pioneers recently include WMMN, Fairmont, W. Va.; CFRN, Edmonton, Canada; WALR, Zanesville, O.; KGEZ, Kalispel, Mont.; CHNS, Halifax; WCSC, Charleston, S. C.; WKBN, Youngstown, O.; WIBW, Topeka; WSPD, Toledo; WTMJ, Milwaukee; WFDF, Flint; WCAZ, Carthage, Ill. Seven stations which have subscribed recently to Standard Library Service are WLAK, Lakeland, Fla.; WJAS-KQV, Pittsburgh; WHJB, Greensburg, Pa.; KGFJ, Los Angeles; WMAS, Springfield, Mass.; KMA, Shenandoah, Ia.; WDGY, Minneapolis. First shipments of Standard's new sound effects library went to KMOX, WTMJ, WIBW, WEBC, WGN, WAAF and Affiliated network.

ASSOCIATED MUSIC PUBLISHERS, New York, has signed the following new subscribers to its Associated Recorded Program Service: WHN, New York; KLZ, Denver; KSO-KRNT, Des Moines.

STUART MacHARRIE, formerly with RCA-Victor Co., and H. C. Webber, formerly in technical fields at Portland, Ore., in April became associated with the Radio Transcription Co. of America as field managers. They will work out of the Chicago office under the direction of Frank Zambrino. Mr. MacHarrie will be assigned certain Midwestern states, while Mr. Webber will cover the Southern area.

BRAZIL, now boasting more than 50 stations deriving their revenues from advertising sources, offers a market for reasonably-priced transcriptions and program library services due to the popularity of popular music there, according to a Department of Commerce report from Rio de Janiero.

Bert A. Phillips Heads MacGregor & Sollie Sales

Mr. Phillips

BERT A. PHILLIPS, for the last two months commercial manager of KFRC, San Francisco, has resigned and on May 1 becomes sales manager of MacGregor & Sollie Inc., Hollywood transcription producers. His successor at KFRC is Henry M. Jackson, on the sales staff of the station since February 1935. Phillips has a background of nearly a decade of commercial radio experience. He was account executive for two years at KHJ, the Don Lee network station in Los Angeles when promoted to the San Francisco post. Prior to that he operated his own radio advertising agency in Los Angeles, and serviced many national accounts on both NBC and CBS networks. Nationally known in radio, he was radio committee chairman of the Los Angeles Junior Chamber of Commerce in 1934 and chairman of that committee for the U. S. Junior Chamber of Commerce in 1935.

L. Cy Whitaker, sales manager of MacGregor & Sollie for several years, remains in charge of the San Francisco offices at 65 Presidio Ave., from where all publicity and sales promotional work is being directed. Maurice Gunsky, head of the musical production department is also making his headquarters in San Francisco. MacGregor & Sollie has appointed Harry Bechtel, formerly KYA, San Francisco, chief announcer, assistant to John Fee, production manager. Kimball Sant, who formerly held that post has been placed in charge of the continuity department.

California Retail Chain Sponsors Don Lee Series

EIGHT Don Lee California stations are carrying *California's Hour*, sponsored by California Chain Stores Association through the Los Angeles office of Lord & Thomas. The series, scheduled for 26 weeks, includes Conrad Nagel, screen star, as master of ceremonies, Jane Froman and David Broekman's KHJ orchestra.

Each program is a salute to a California city, six local acts appearing from each city. Talent scouts are holding auditions over the state to obtain performers, both amateur and professional. Programs are staged from the Major Theatre, Los Angeles, and keyed from KHJ. First place winners will appear on the final program, the prize being $500.

KVCV is the call assigned by the FCC to the new full-time 100-watt station on 1200 kc. operated by Golden Empire Broadcasting Co. at Redding, Cal.

KDYL
The Popular Station NBC
SALT LAKE CITY, UTAH

An Old Principle WITH A NEW APPLICATION

TRANSCRIPTION TURNTABLES

33 1/3 or 78 RPM transcription Turntables complete with:

- *Lateral and vertical Pick ups*
- *Built in Compensating Network*
- *Dynamically balanced drive motor of synchronous type*

No Wows-No Gears-No Vibration

PRECISION BUILT DIRECT RECORDING EQUIPMENT

Quality of results will speak for itself.

Write for a sample Recording.

ADDITIONAL SERVICES

- SLIDE FILMS
- SCRIPT WRITERS
- OFF THE AIR RECORDING
- WAX RECORDING
- COMPLETE TALENT BUREAU

We specialize in supplying quality discs, Cutting Sapphires and Needles.

When attending FCC hearings in Washington you are cordially invited to inspect our studio and equipment.

U. S. RECORDING CO.

633 - 635 EARLE BUILDING

NAtional 2975

WASHINGTON, D. C.

Gas Appliance Campaign

GAS APPLIANCE SOCIETY of California, San Francisco (gas ranges), took spot and transcription announcements on 11 stations in California in a nine-day campaign which started April 24 and continues through May 2. The announcements are of one-minute duration, both daytime and evening. Approximately 300 announcements are on the schedule. Stations are KGO, KFRC, KYA, KJBS, KLX, KHSL, KFBK, KWG, KQW, KIEM, KTRB, KMJ, and KERN. Jean Scott Frickelton, San Francisco, is the agency.

LISTENERS of WLS, Chicago, contributed more than $22,000 in the station's drive for Red Cross funds for flood sufferers.

DOMINATING EAST TEXAS!

31,000 Families Will Buy Nationally Advertised Products in This Area.

Reach them with KFRO, the only local outlet serving this area.

Doing a Real Job at Reasonable Rates. Write

KFRO

"Voice of Longview"

Longview, Texas

STUDIO NOTES

WHIO, Dayton, inaugurated its new mobile transmitter at the Easter Dawn Services sponsored by the Dayton Chamber of Commerce and Council of Churches. Equipment is mounted in a truck and was built under direction of Robert Moon, assistant chief engineer.

EVERY Saturday morning an elderly woman has been coming to the studios of WKRC, Cincinnati, to hear broadcasts of the Cincinnati Conservatory of Music Symphony Orchestra. Unable to buy a radio set, she attended the concerts to satisfy her love of good music. Recently a collection was taken up among the WKRC staff and enough money was raised to buy her a radio set.

WORL, Needham, Mass., has been granted permission by the FCC to move its main studios to Boston. At present, besides having the main studios and transmitting facilities in Needham, WORL also maintains auxiliary studios and executive offices in the Myles Standish Hotel, Back Bay, Boston. Station officials are conducting surveys in Needham in anticipation of moving its transmitting tower to a new location. Plans for a new tower are also being undertaken.

WDNC, Durham, N. C., in April celebrated its second anniversary with a five-hour program which included addresses by Frank Pierson, president, and Frank Jarman Jr., manager. A portion of the program was keyed to CBS.

WMCA, New York, has acquired International News Service reports, with two printer circuits. Garnett Marks handles two daily broadcasts under local General Electric sponsorship with Paul Gregory handling early morning sustaining periods and Marks the afternoon sustaining period.

Ask Anything!

WANT to know anything? KNX, Hollywood, answers requests for information with its *Tree of Knowledge* program, both an information bureau and storehouse of facts. In charge is Norman Frescott, who with Leonard Cox, program director, was responsible for the innovation.

TODAY'S CHILDREN, radio daytime serial which has been running since June 20, 1932 and deals with problems arising in the everyday life of young people, made its 1000th broadcast April 27. The experiences of Mother Moran and her relatives, unsponsored for almost a year, were taken over by the Pillsbury Flour Mills, Minneapolis, on May 15, 1933 and the program observed its fourth anniversary on the air on March 26, 1936. Since sponsored by Pillsbury, it has been an NBC network program, now at 10:30 to 10:45 a. m. five days a week. Scripts are written by Irma Phillips and Walter Wicker and the principal characters are Mr. Wicker as Bob Crane; Irene Wicker as Eileen Moran; Bess Johnson as Fran Moran; Fred Von Ammon as Terry Moran; and Miss Phillips as Kay Crane.

JUDGE JOHN GUTKNECHT will be back on the air over WBBM, Chicago, on May 4, with the half-hour night traffic court broadcasts, presenting actual trials of traffic violators from the Chicago Municipal Traffic court.

KYW, Philadelphia, has raised four programs to NBC schedules in a month, the latest being *Candelori Conducts*, a musical program. Others now on NBC are *Top Hatters, Dress Parade* and *Let's Have Rhythm.*

ALLEGEDLY unethical practices of insurance companies are being dramatized by WBNX, New York, using actual names of companies, agents and victims. Court records serve as the basis of the continuities.

WROK, Rockford, Ill., gave intensive coverage to recent elections, broadcasting at ten-minute intervals for more than five hours. Some 30 entertainers were on hand to fill in between election bulletins, which were assembled by the 23 members of the WROK staff. Local candidates and political observers were put on the air during the evening.

LINUS TRAVERS, broadcasting the 40th annual Boston marathon, sat on a second-story window in the Yankee studios where he had a good view of the last lap.

KFRO, Longview, Tex., is cooperating with the Longview Drivers Safety Council in organizing a secret group called "T-Men" to curb traffic violations in East Texas. Windshield stickers for the safety campaign, furnished by James R. Curtis, KFRO president, have been placed on 5,000 autos.

KFEL-KVOD, Denver, has been covering a sensational perjury trial in the Colorado Supreme Court, with microphones placed in a booth in the Capitol building. KFEL-KVOD reporters write running accounts from the press table in the courtroom with messengers running the copy to the booth.

WITH increased power and a new transmitter, WWJ, pioneer Detroit station, on April 16 took the air with a special dedicatory program. Suitable obsequies were paid to the old transmitter before the modern equipment was turned on. The new transmitter is located at Eight Mile and Meyers roads. Among those participating were William J. Scripps, acting manager, who dedicated the transmitter; William E. Scripps, president of the *Detroit News;* C. C. Bradner, Ty Tyson and William Misher, announcers, and James V. Piersol, aviation editor of the *Detroit News.*

WFBL, Syracuse, cooperating with high schools and the board of education, is broadcasting a weekly question and answer program, with a well-known local educator reading the questions each week. Students are invited to write down answers and keep scores through the series. Teams of five are invited from each of the four high schools and records are kept of their ratings. The six highest teams will compete in a final broadcast. Cups and prizes will be awarded.

PITTSBURGH BREWING Co., sponsoring a Red Cross flood relief program over KQV last month, secured two "big name" stars in unexpected fashion when Tony Wakeman, KQV sports announcer, covering a three-hour amateur boxing show, brought Joe Louis and Jack Dempsey to the mike between bouts they were refereeing. Louis, usually regarded as taciturn, really "spoke up" and freely discussed his coming bout with Schmeling, making it one of the station's outstanding sports broadcasts.

LONELY men and women interested in meeting companions are invited to the studios of WNEW, New York, for its weekly *Blind Dates* program. The studio guests are invited to name what they want in a mate. Identities are by initial. Alan Courtney, WNEW announcer, handles the program.

KDYL, Salt Lake City, has revived the *All-Request Hour*, adding extra telephone facilities and personnel to take care of requests on the program, broadcast for an hour at midnight six nights weekly.

A CHILD minstrel show is being sponsored on WFBL, Syracuse, by Lobel's Clothing Store. The program consists of an all-juvenile cast with Bill Lundigan, station announcer, producing. Invitations are given out by the sponsor. Juvenile talent is picked from the best found during *Big Bill's Tiny Amateurs* series. Interlocutor, two end men and specialty acts make up the show.

WMCA, New York, has added the International News Service reports to its news sources, with news spots being made available for sponsorship.

WSM, Nashville, compiled an amateur program at the recent meeting of 6,000 Tennessee school teachers. Schools were represented at the meeting by bands, glee clubs and other entertainers, the prize winners performing on the air.

A NEW program on WJAY, Cleveland, is *Know Yourself*, based on character reading from handwriting. It is a daily feature in charge of Bill Cavanagh, new WJAY announcer.

WGST, Atlanta, is awarding a trip to New York to the winner of the *King Cole Kiddie Amateur Hour.* Finals were held April 17 and voting closed at midnight April 30.

"POWER ENOUGH"

to pay back handsome profits

On December 2, 1935, an Advertising Agency wrote us as follows:

"When a pee-wee watter like WAAT can bring the phenomenal quantity of first-rate leads our client has gotten on your time, I reverse a lot of opinions I used to have about stations not on national hook-ups. It should warm your heart to know that WAAT has made at least five sizeable sales directly traceable; that one couple came 40 miles to see the cemetery we are broadcasting the news about and that requests for salesmen's calls have swished the chair from under us. If WAAT can do these things for a cemetery reported above, 'more power to you' is unnecessary. You have power enough."

P. S. If a Station can do so swell a job for a cemetery, think what it can do for your products or accounts. WAAT has done and is doing some remarkable things for Lord knows how many products and services.

Find out. Ask us!

319 METERS — 500 WATTS

940 KC

WAAT

JERSEY CITY ★ AND SUBURBS

Radio Station WFLA-WSUN

STUDIOS TAMPA • • CLEARWATER • ST. PETERSBURG

SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY

620 KC • 5000 Watts Day • 1000 Night — Full Time

Cosmetic Appeals Basis of Drive to Sell Women Paint

Armstrong Uses Color Chart in Effort to Popularize Name

TO SELL house paint by an appeal similar to that on which rouge and face powder are marketed among women, Armstrong Paint & Varnish Works, Chicago, through Milton M. Mendelsohn, president of Morenus Adv. Agency, is making a radio experiment over WGN, Chicago. If it succeeds, the test may lead to broadcasts over a hookup of more than 20 stations, principally in the Midwest.

"People won't ask for paint by brand name," said C. B. Van Antwerp, vice president of Armstrong, in discussing the idea. "I can't tell you why, but they just don't.

"We believe, however, that the public could be made conscious of a paint name to the point where they would demand it. The way to get them to do this, we believe, is to impel women to buy house paint. If we could get a woman to buy paint because she felt it would do something for herself, as well as for the item to be painted, we'd have something. We'd have the cosmetic appeal. So we have made 'personalized color harmony' the slogan for our paint sales.

"In the past, color harmony has been sought solely with relation to the physical aspects of the room to be decorated—its size, location, type, use and furnishings, and seldom with the thought that a color used should be one in harmony with the natural color preferences of the woman of the house, forming an attractive and harmonious background for the enhancement of her own attractiveness. So we have arrived at the expression, 'Personalized Color Harmony'.

Just Try It On

"WOMEN, as a whole, know their best colors for dresses and cosmetics but have never had the importance of color background brought to their attention. The Armstrong Co. is now enabling them through its color selector to try out wall backgrounds for the home suitable to the housewife's natural colorings in exactly the same manner in which she would try on a dress.

"So, to radio listeners who write for it, a 'color selector' brochure, together with a color chart and samples, is being mailed free, so that she can make her selections before she visits her dealer.

"The 'color selector' [see photo] carries all the tints and graduations of color. Revolving upon it are four figures representing the general types of complexion and colorings of women. By choosing the one which most closely resembles her own colorings, she can easily see what background color is most flattering to her.

"Over the radio, we are able to talk to women, right in their own homes, about the color harmony idea.

"All dealers are supplied with display cards calling attention to our *New Beauty Color Tint* program and with large color selectors that conform to the small ones sent out.

"As long as women consult mirrors to see themselves as others see them, it is reasonable to believe, we think, that they will consult the Beauty Color Selector for the same purpose."

Look YOUR Best!
Turn SELECTOR to Color that Best Becomes Your Type
Use that COLOR as a BACKGROUND for Your Room DECORATION!
ARMSTRONG
New Beauty PAINTS

WOMEN AND COLOR — Armstrong Paint & Varnish Co. is using a chart like this, except it is in colors, to interest women in its line of paints and varnishes.

ADAMS HAT STORES, New York (chain retailers), will sponsor a ringside broadcast of the Canzoneri-McLarnin boxing match at Madison Square Garden, New York, May 8 on WMCA, WIP, WMEX, WPRO and WCBM.

NBC Artists Service has announced plans for the formation of Bob Ripley (Believe It or Not) Theatre Units for personal appearances.

THEATRE PROMOTES

R. G. Dun Cigar Broadcasts on WXYZ-Michigan Network

BERNARD SCHWARTZ CIGAR Co., Detroit (R. G. Dun cigars) is broadcasting a weekly half-hour program without use of continuity during the performance, the program being carried by WXYZ, Detroit, and Michigan Network. It is staged from the Regent Theatre, Kunsky-Trendle owned, which is giving the program considerable exploitation.

Titled the *R. G. Dun Big Broadcast*, the program is staged before the theatre audience and performers repeat lines from memory and remember cues as well. Direction is in charge of Brace Beemer, assistant general manager of Kunsky Trendle Broadcasting Corp., with 40 entertainers participating. Another program from the Regent is the *Children's Theatre of the Air*, a WXYZ Sunday feature. S. M. Epstein Co., Detroit, is the agency.

ANA Regional Sessions

THREE regional meetings will be held this spring by the Association of National Advertisers, replacing the usual semi-annual convention. An Eastern session will be held May 21-23 at Shawnee-on-Delaware, Pa.; the Midwestern session is slated for June 4-6 at French Lick Springs, Ind.; West Coast members will meet in California in June. All of the meetings will be closed and programs will be informal, with no outside visitors. The annual ANA convention will be held Oct. 8-11 at White Sulphur Springs, W. Va.

FCC Legal Victory

ANOTHER victory in radio litigation was scored by the FCC April 24 when the Supreme Court of the District of Columbia sustained the action of the FCC in setting for hearing the application of the Monocacy Broadcasting Co., for a new daytime station in Rockville, Md., adjacent to Washington, after it first had granted the applicant a construction permit. The applicant had sought to enjoin the FCC from holding the hearing on the ground that the application already had been granted, but the court upheld the FCC contention that Monocacy had a proper remedy at law in appealing to the Court of Appeals following the hearing, should the FCC decision then be adverse.

WTMV
in the
ST. LOUIS
AREA

Coverage—1½ MILLION
Staff—EXPERIENCED
Advertisers—
ENTHUSIASTIC

WBNX

NEW YORK'S METROPOLITAN AREA IS A VARIETY OF NATIONALITIES—EACH OF WHICH IS A BUYING MARKET IN ITSELF.

MARKS THE SPOT

Broadcasting in EIGHT languages besides English WBNX "speaks the language of your prospect".

WBNX—New York *Write For Booklet "Market Coverage"*

SPONSOR A
KFPY
News Period

Insure Favorable Attention for your Sales Message

Where there's news, there's a wide-awake audience. And when the Inland Empire's most complete news service goes on the air (in this $300,000,000 market), the results are overwhelming.

KFPY subscribes to the complete services of the United Press . . . maintains its own local reportorial and editorial staffs. Write or wire for rates.

KFPY REPRESENTATIVES

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK and Palmolive Building, CHICAGO

WALTER BIDDICK CO., 563 Chamber of Commerce Bldg., LOS ANGELES and 601 Russ Bldg., SAN FRANCISCO

TURN IT OFF, HONEY— IT'S JACK BENNY!

Sounds silly, doesn't it? And it is! Because Jack (and a hundred other N.B.C. stars) are popular *everywhere*. And there are hundreds of thousands of people in Kentucky *who can hear them more clearly over Station WAVE than via any other outlet on the dial.* . . . Result? An immense following for a small-ish station—a big-station audience at small-station cost. May we tell you about it?

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

AAAA Convention Features Radio

(Continued from page 7)

and the splendid cooperation which you have given to our continuity acceptance department are eloquent proof of your own ideals, of your realization that radio, in order to sell, must be highly acceptable to the American people."

In discussing his second objective, improvement in technical facilities, Mr. Lohr said that higher fidelity of reception and greater coverage are necessary components of listener enjoyment and a more universal use of radio.

"I believe rich rewards will come to both of us through definite steps we have initiated to improve our facilities," he added.

Talking of the relationship between broadcasters and advertising agencies, he said:

"The vast bulk of our business comes through agencies, with your accurate knowledge of radio, you are more in a position of placing orders than we are in selling them. It, therefore, becomes our function to render you constructive service and place at your disposal all our available facilities. I propose that our salesmen be clothed with the dignity and responsibility within our own organization to serve you best and I shall back them to the fullest in their endeavor. Their tact and good will can solve many irritating problems. I intend that we shall have capable salesmen, big enough to contact important men in the agencies, the type of men whose judgment and opinion you can respect and who can extend real help to you in your work with your clients.

"My most earnest attention will be given to an understanding of your problems and to seeking prompt solutions for them. I am fully aware of how disturbing it can be to you to be passed from person to person to secure an answer on a simple request, and the confusion of non-committal replies and the reversal of decisions. I hope to work in such close cooperation with our staff that these will be reduced to a minimum.

"You have had a keen realization of the difference between broadcast advertising and the other forms of advertising in that its effectiveness is directly proportional to its entertainment, educational and high general interest content.

Plans Cooperation

"RADIO has demonstrated beyond doubt its ability to sell—a million box tops in a few weeks from a 15-minute daytime strip program offers ample testimony of this. Twenty-two million sets are available and the million letters received by us during the month of March prove that they are used.

"As we seek to improve the present, we must not be unmindful of the years ahead. Radio has always been a changing art, and the future holds in store many revolutionary developments. Super-power with its increased circulation is undoubtedly before us, and the possibilities of short wave transmission not far behind. These will affect the present status of the art only by amplifying its usefulness. Other developments of our parent company the Radio Corporation of America, will come out of the laboratory for field tests this spring. Television and facsimile are to be welcomed rather than feared, for they will make available to you further means of reaching the American public with perhaps an even more convincing sales message than is possible today by sound alone. As soon as they have demonstrated their usefulness, NBC will have these facilities available for your use. I will not attempt to predict the time of their expansion to a point where they become economically a commercial possibility, nor can I envisage the new problems which their advent will create, but I feel safe in saying that the present method of broadcasting will continue unaffected for several years to come and will remain during this next period an unrivaled means of conveying a rapid and convincing sales message to untold millions of people."

At the April 29 session the following talks were given: "Plans of Convention", Thomas L. L. Ryan, president, Pedlar & Ryan Inc.; "Questions the Woman Consumer is Asking", Dr. Lillian M. Gilbreth, consulting engineer; "Don't Write Down — to the Irish", Bill Cunningham, sports columnist, *Boston Post*; "Bad Taste is Bad Business", Marion C. Taylor, merchandise editor, Conde Nast Publications; "See It as You Must", William L. Day, vice president J. Walter Thompson Co.; "A Little to the Right of the Left", Maurice Collette, vice president Batten Barton, Durstine & Osborn Inc.; "Things an Art Director Should Not Mention", Vaughn Flannery, vice president and art director, Young and Rubicam Inc.; "A Sales Manager's Slant", Earl Means, vice president in charge of sales, Bristol-Myers Co.; "Where are We Bound in Marketing Research", Frank Coutant, director of research, Pedlar & Ryan Inc.

The following talks were given at the closing session May 1; "Why Pick on Advertising?" Raymond Rubicam, chairman of the board, Young & Rubicam Inc.; "Business Broadened Responsibilities", Clarence Francies, president General Foods Corpoation; "Alone Together", Mrs. Jean Austin, Editor of *American Home*; "Something for Nothing, or Good Red Herring", Thomas H. Beck, president Crowell Publishing Company.

James W. Baldwin, NAB managing director, also attended the convention.

CBS REORGANIZING ITS CHICAGO STAFF

FIRST moves toward a reorganization of the CBS program department were taken in latter April with the resignations of Courtney Savage, CBS dramatic director; Shirley Ward, of dramatic auditions, and Dwight Cooke, member of the production staff. Victor Whitman has been assigned to Mr. Savage's post. These shifts follow the affiliation with CBS of Douglas Coulter, former vice president in charge of radio at N. W. Ayer & Son in New York, as assistant director of broadcasts.

Meanwhile, in Chicago Bob Kaufman, CBS-WBBM program director, announced his resignation effective May 2. For three years he had been with the network, serving the first two as publicity director of the Chicago Division. Prior to joining CBS he was with WJJD and WIND, Chicago.

Bobby Brown, one of Chicago's pioneer radio figures, on April 20 took over the work incidental to the newly created position of commercial program manager of the Chicago CBS-WBBM staff. He has been the head of WBBM's production department for a number of years.

LAYING OUR CARDS ON THE TABLE

and giving you POINT BLANK FACTS on why WXYZ should be included in your Detroit advertising plans . . .

(FACT 1) Station WXYZ has won respect and audience appreciation because of its policy of refusing to broadcast any spurious claims or questionable merchandise. (FACT 2) Station WXYZ ranks among the foremost stations in the country in showmanship. (FACT 3) Station WXYZ numbers, among its accounts, many that have used the station consistently for over 4 years, and exclusively. (FACT 4) Station WXYZ secures dealer distribution for new products, and revives distribution for established products. (FACT 5) Station WXYZ does an all round thorough job and has letters of praise to prove it.

WXYZ N. B. C. Blue Network
KUNSKY-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING . . . DETROIT
Wm. G. Rambeau Co. Representatives. Home Office: Tribune Tower, Chicago
Eastern Office: 247 Chanin Bldg., New York Western Office: Russ Building, San Francisco

WSOC
Announces
as its New York
Representative
Hibbard Ayer
350 Madison Ave.
Effective
May 1, 1936
WSOC
Charlotte, N. C.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
548 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver

WNOX New Studios

WNOX, Knoxville, Tenn., operated by Continental Radio Co., Scripps-Howard Newspapers subsidiary, has leased a building in the business section of the city to house its new studios. The five-story building, leased for five years, will house an auditorium studio seating 850 and will have three other studios and a client audition room as well as business offices. The two main studios are on street level, and performances will be visible to pedestrians through plate glass windows. The station made the lease after local musicians and stage-hands organizations had protested its use of the city auditorium for studio audiences. The building will be renovated at a cost of approximately $25,000.

Ellsworth Expands

W. M. ELLSWORTH, radio artists representative, Chicago, has enlarged its quarters at 78 E. Wacker Drive and has added three departments. Curt Ison Thomas, from the West Coast office, heads the department. James F. Parks is in charge of the station and agency contact department. Larry Kurtze, of New York, is directing the musical arrangement department.

RADIO BADGE—Here is a reproduction of the official radio badge, corresponding to the press badge, issued by the Board of Police Commissioners of St. Louis in recognition of the importance of radio as a news-gathering medium. Badges are distributed to all accredited staff members and executives of St. Louis stations and are honored by police in the same fashion as press passes. The innovation was introduced last October. The "No. 7" badge, above, is issued to E. P. Shutz, WIL commercial manager.

FCC Avoids Haste In Radio Changes

Prall Says Greatest Good to Public Will Govern Action

FACED with the problem of dividing the newly-accessible 30,000-100,000 kc. band and with overwhelming demands from government, communications, visual and broadcast agencies for the facilities, the FCC is going to pursue a policy of gradual adjustments, said Anning S. Prall, FCC chairman, in a radio address May 1 over WIP, Philadelphia. Mr. Prall spoke at the semi-annual meeting of the Philadelphia National Emergency Council.

Maximum service for the general good of the public is the thought behind the FCC as it tackles the task of apportioning facilities and perhaps making adjustments in existing wave assignments, he explained.

Recognizing the rising public interest in television and facsimile, Mr. Prall warned that television is far from ready to leave the laboratory in workable form and took occasion to advise against investments in unknown companies which claim to have basic television patents.

Protecting Public

THE FCC is protecting the public, he explained, by holding to its experimental classification of visual radio, thus preventing exploitation. To prepare for the uncharted future of radio, he reminded, the FCC will cull from the industry all available engineering information at its allocation hearings scheduled to start June 15.

As a matter of fact, the FCC faces the problem of determining whether it will be advisable to reallocate the entire spectrum, he asserted. This, he recalled, would throw millions of dollars in equipment into obsolescence and would harrass the broadcast audience, now accustomed to pick up stations at particular places on the dial.

The problem of reallocating present radio services, Mr. Prall said, arises from the belief of many engineers that these services might be carried on more efficiently on different bands which have characteristics better suited to their needs. He paid tribute to the tremendous strides made in recent months by radio scientists in harnessing the ultra-high frequencies which a few years ago were deemed worthless.

Prall at White House

CHAIRMAN PRALL of the FCC conferred with President Roosevelt on April 29 regarding FCC functions and problems. No statement was made following the conference. T. A. M. Craven, FCC chief engineer, participated during a portion of the conference, presumably discussing the forthcoming June 15 technical hearing on ultra-high frequency allocations.

JELLO'S Jack Benny show ends its NBC-Blue network series June 21, but the popular comedian and his troupe will be back for the same sponsor next fall. Meanwhile, he will go to Hollywood to film "The Big Broadcast of 1937".

They won't listen to radio in Cleveland

Of course they won't. When they're not jammed into a convention or swarming over our exposition grounds, they'll be spending their money like water...in Cleveland! And that means more money in the pockets of Clevelanders who do listen to the town's most popular radio stations and who can be sold on your product. Reach those Clevelanders through WGAR, the station with more listeners per advertising dollar and through which more advertising dollars are spent!

WGAR

"CLEVELAND'S FRIENDLY STATION"

Member
N. B. C. Blue Network

CLEVELAND IN 1936 IS HOST TO
200 conventions, including
REPUBLICAN NAT'L CONVENTION
AMERICAN LEGION NAT'L CONVENTION
and home of the
GREAT LAKES EXPOSITION

John F. Patt, *Vice President and General Manager*
Edward Petry & Co., Inc., *National Representatives*

Advertisement

Out Here In Chicago...

• *Some Random Thoughts, Most of Which Concern WGES, WCBD and WSBC —an Advertisement*

By GENE T. DYER

This column will appear frequently from now on. It is YOURS as much as it is ours. Come on and use it!

ODD: More than ELEVEN newspapers use WGES, Chicago, either as an outlet for news or as promotional publicity medium. This includes TWO of Chicago's biggest metropolitan dailies!

* * *

WSBC is Chicago's FIRST and FOREMOST hundred watter: Most business in HOURS or DOLLARS AND CENTS—and most time devoted to "Public Service" broadcasts! Remember, we'll retract ANY mis-statement!

* * *

Speaking of "firsts" in Chicago: More local political business was placed on WGES in the April Primaries than on any other Chicago station regardless of size — some 120 broadcasts in all.

* * *

WCBD, our 5 kw station with transmitter at Zion, broadcasts more religious programs than any other commercial radio station in America! This is the station formerly owned by Wilbur Glenn Voliva and is the "radio voice" for more than a dozen religious organizations in and around Chicago, using more than 20 broadcast hours weekly.

* * *

These stations WGES, WCBD and WSBC do not accept medical accounts of any kind — still we're filled up with commercial business, all we want! Are we the ONLY STATIONS IN THIS CLASSIFICATION IN AMERICA? If we aren't we'll print your station call letters in this column in not less than 24-point type!

* * *

WGES: Our tenth year starts this month as the ONLY radio station in Chicago or the Central West broadcasting High Mass from a Catholic Church for such a period.

* * *

Merle Thorpe (Editor *Nation's Business*) once told me (at Kansas U. 1915) that only three could use the term "WE"—editorial writers, mice and Frenchmen. He didn't know then that there would be such a thing as radio news-commentators—equally privileged!

Gene T. Dyer

National Music Week

NATIONAL Music Week will be officially opened Sunday, May 3, when the *Magic Key of RCA* devotes its NBC-Blue network hour 2 to 3 p. m. (EDST) to the aims and purposes of America's spring music festival. David Sarnoff, RCA president and chairman of the National Music Week Committee, will talk during the program, discussing the event and the particular aims of this year's celebration. Sarnoff was elected chairman of the National Music Week Committee last year to succeed the late Otto Kahn who served in that capacity ever since Music Week became a national observance in 1924.

FOOD RESULTS!

★Eighteen food advertisers were represented on WLS (local) last month. Sixteen were old-timers, having used WLS on previous schedules.

★For news of WLS happenings in April, read our page advertisement in the May 15th issue of Broadcasting.

WLS Chicago

Editors Abandoning Antipathy to Radio As ASNE Hears It Called Aid to Press

THE COMPLETE reversal of attitude of newspaper editors towards radio, with which many American publishers are now trying to ally themselves in one way or another, was reflected in a paper on radio and the press read before the annual convention of the American Society of Newspaper Editors in Washington April 18 by Stephen Bolles, editor of the *Janesville* (Wis.) *Gazette* and until his recent illness a regular news commentator over that newspaper's station, WCLO.

Whereas former meetings of the editors' group were surcharged with antagonism toward broadcasting as a news and advertising medium, this year's sessions were marked by an attitude of eager curiosity about radio and a spirit of relative friendliness, the keynote being Mr. Bolles' remarks that radio is no enemy of printed journalism and that the publishers' attitude should be that of seeking to "annex" rather than futilely attempt to "eliminate or destroy."

"I have never known a newspaper to lose circulation because of a radio station," said Mr. Bolles. "I have examined figures of circulation in 51 cities with radio stations and find that in all of them newspaper circulation in the aggregate has gained. I have asked a score or more of newspaper publishers if they could trace the loss of an advertising account to radio. None of them answered 'Yes'."

Mr. Bolles cited the analogy of the stage coach experience with railroads and the railroad experience with buses, and asserted that the march of progress evidenced by radio has served to keep newspapermen awake and has even helped newspapers. He told how his city was isolated by storms on several occasions and got its AP reports via broadcasts from a Chicago station.

"It costs every live newspaper," he said, "some expenditure each year for promotion. In fact, promotion has become a necessary part of newspaper publication. * * * The radio station operated by the *Gazette* is the best promotion we know, and we are not alone in it."

The speaker asserted that newspaper readers get "a tangy taste" of news over the radio, which benefits the newspaper whether or not it owns the station. "I have never understood," he added, "why we have fought a news service of a bulletin nature over the radio because we started the example years ago with the big bulletin boards outside the newspaper offices." Declaring that "the freedom of the radio is indissolubly involved with the freedom of the press," Mr. Bolles continued:

Radio Promotes Newspapers

"RADIO will take newspapers into homes that never have had a copy. There are thousands of these homes much to everyone's regret. There are other thousands that do not know your newspaper big or little. They can learn about it from the radio. They can know about your features and your comics will have a real life in homes where people cannot even read the loop lines when they get them through the radio.

"It is not my purpose here to suggest any policy for a press association. I have my own opinion about it. For a newspaper owned and operated station I do not believe the flashing of a story no matter how important or unimportant will have any effect other than to stimulate interest in the printed story when the paper is out. * * *

"In the great city the streets are thronged in the middle of the day. Watch the moving mass. They have not heard the radio broadcast—never will hear it. They are the majority. They cannot be disturbed as possible purchasers for radio advertised products or commodities or services. They might as well be in Ethiopia so far as radio contacts are concerned. The men at work—the factory hands and store clerks—all that great mass of humanity that finds it necessary to be on the job and keep at it are not even possible radio addicts for 12 hours a day. But they take home a newspaper or one is delivered at home. Radio is young. It has come upon us in a few years. It took over 300 years to change a cheese press used by Guttenberg to a press more rapid. It took another century to print 25,000 eight page papers an hour. It took ten years to develop another means of communication which can do things a newspaper never could do—make isolation impossible—and we have been afraid of it.

"Radio has killed the expense of hundreds of useless extras. It has reduced costs by reducing numbers of editions. It can be made the trump card of the newspaper or a hair shirt just as one looks at it or uses it.

"There are questions of policy involved in radio which at most times are more the worry of the publisher than of the editor although to my idea, the worries of either should be that of both. These are the technical questions of policy: How much space should be given to radio programs? Should the name of the sponsor of a program be printed in the paper? When does news end and radio advertising begin?

"There are other questions constantly arising in every editorial room in every newspaper office whether that newspaper is the operator of a radio or not. I find a wide disagreement both by publishers and editors concerning these questions. Five years from now I do not believe one of them will be on the agenda of any newspaper editorial or publishers' organization for discussion. They will have faded out of the picture with the practical absorption of radio by the newspapers themselves."

Farm Editors Shown How Radio, Television Work

EN ROUTE to their annual spring conference with the Department of Agriculture in Washington, 50 farm paper editors from all parts of the country were taken on a tour of Radio City April 18, taking in the *RCA Magic Key* and the *Maj. Bowes Amateur Hour* programs, and next day went to Camden, N. J., to witness demonstrations of television, facsimile, shortwave transmission, recording, etc. Following their tour of the RCA Victor plant, they were given a dinner at the Bellevue-Stratford in Philadelphia, with President David Sarnoff of RCA and President E. T. Cunningham of RCA Mfg. Co. among the speakers. Frank Mullen, former NBC director of agricultural programs and now manager of the RCA information department, was in charge of the party and was toastmaster at the dinner.

Iowa's most famous radio figure buys the Iowa Network

● Henry Field is a pioneer in radio selling. He showed the world that a couple of old-time songs and a "personality" could move carloads of merchandise. Now, when he branches out from his own station in Shenandoah, Iowa, he chooses The Iowa Network (KRNT-WMT) to do the job. Which is proof enough that the Iowa Network has changed the radio set-up in Iowa.

John Blair & Co.
Representatives

Radio stations of The Des Moines Register and Tribune

THE IOWA NETWORK
KRNT CBS BASIC Des Moines WMT NBC BASIC BLUE Cedar Rapids-Waterloo KSO NBC BASIC BLUE Des Moines

The Voice of Firestone is a favorite voice in over 150,000 Carolina homes listening regularly to
WPTF RALEIGH NORTH CAROLINA

WPTF . . . the favorite NBC station in the Carolinas is represented nationally by Free, Johns & Field, Inc. . . . ask for WPTF folder and data about the Carolinas.

The American Album of Familiar Music pleases more than 150,000 homes in the Carolinas . . . via
WPTF RALEIGH NORTH CAROLINA

Press Drops Radio Feud

(*Continued from page 9*)

casts have not affected the newspaper in any way.

"The use of political speeches that have been released by radio," said Mr. Gray, "is distinctively a matter for editorial judgment. Radio has become one of the many doormen who seek to announce political discussions. The *Congressional Record* is another such doorman. Keep in mind that radio is largely a commercial doorman. His service is a paid service. Speeches over the radio increase their interest to newspaper readers who want to see the text to confirm their oral record."

The publishers were advised by Walter W. Krebs, publisher of the *Johnstown* (Pa.) *Tribune* to secure stations of their own. Mr. Krebs' newspaper owns WJAC, a local station. He cited the experience of Pennsylvania publishers during the recent floods. His own newspaper plant was out of commission for five days, during which the newspaper broadcast its news reports to its subscribers. "Newspapers," he said, "are foolish not to own their own stations. They may not all be in flood areas, but all might meet with some emergency which might cause them to broadcast the news if they could."

Advertising Displays

THE report of the ANPA bureau of advertising, presented in brochure form and bulwarked by imposing displays of pie-charts and graphs and illustrations in the lobbies of the Waldorf-Astoria where the convention was held, used the recently discussed Clark-Hooper surveys to deprecate radio's effectiveness as an advertising medium —but its findings occasioned very little comment and slight reaction in the radio industry for obvious reasons. The ANPA bureau reported that its radio investigations, previously treated in these columns, based on figures furnished by Clark-Hooper Inc. and published in a study titled "Yardsticks on the Air", had been used in presentations for advertisers.

The effectiveness of those presentations, which attempt to show the relative smallness of radio coverage, especially when favorite programs "monopolize" listener attention, is amply answered by the rising total volume of practically all branches of broadcast advertising published monthly in BROADCASTING.

"Summed up," said the Bureau of Advertising's report, "it is evident radio is gradually being regarded as a supplementary medium, which is most useful to those advertisers who can afford campaigns in newspapers and magazines as well. Compilations of expenditures during the past year indicate clearly that most of the big radio advertisers were spending more money in newspapers than on the air."

MARSHALL FIELD
Celebrates Sixth Anniversary Of Its "Musical Clock"

MISS MARTIN

WHEN the WBBM *Musical Clock* program sponsored by Marshall Field & Co., Chicago, celebrated its sixth anniversary on the air April 14, Miss Halloween Martin, its voice, shared the birthday, and on that day had introduced its 60,000th musical selection in the series. Parker Wheatley, now associated with the University Broadcasting Council, of Chicago, has been the *Musical Clock's* announcer since its first appearance on the air on KYW, six years ago.

On April 18 Miss Martin fulfilled a lifetime ambition for the footlights when she made her debut as leading lady in the farce "His Royal Highness", in which she plays the part of an American girl in Europe, besieged by real and bogus princes. The play is being produced in the auditorium of the Marshall Field Garden Apartment homes, Chicago.

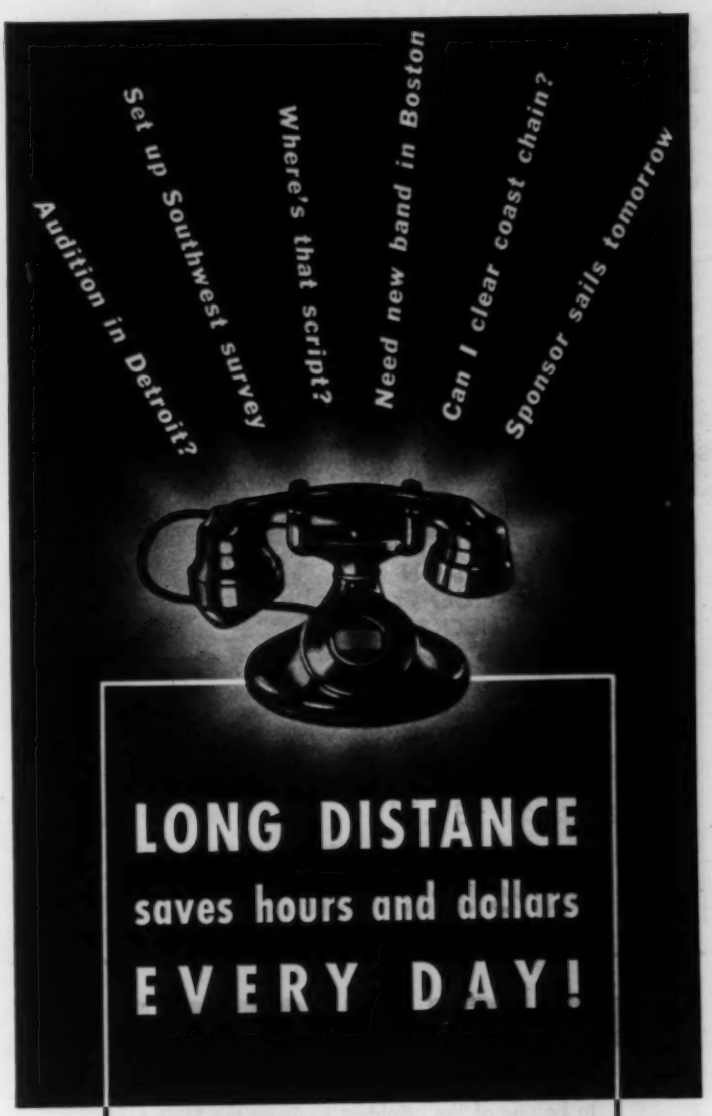
WILLIAM WRIGLEY Jr., Co., Chicago (chewing gum) has added KRNT, Des Moines, to the list of stations broadcasting the *March of Time*. Batten, Barton, Durstine & Osborn, New York, is agency.

JOHN C. LOONEY, of Boston and Detroit, has applied to the FCC for a new Boston station in the "high fidelity" band on 1570 kc., transmitter to be erected at Milton, Mass., with Hollis Baird as chief engineer.

Carolina crowds cheer as The Hit Parade marches by the 150,000 and more homes regularly served by
WPTF RALEIGH NORTH CAROLINA

Manhattan Merry-Go-Round is another NBC favorite in over 150,000 Carolina homes . . . which listen to
WPTF RALEIGH NORTH CAROLINA

In planning a campaign in the SOUTH be sure to get facts about WPTF from Free, Johns & Field, Inc.
WPTF RALEIGH NORTH CAROLINA



LONG DISTANCE
saves hours and dollars
EVERY DAY!

Long Distance is *fast, direct.* It takes you to any one anywhere in the broadcasting business in an average of less than two minutes. It gets information, gives instructions, makes appointments.

Long Distance is *two-way, personal.* You can discuss propositions, clear up difficulties, arrive at agreements—*carry on in full* as if you were face to face.

Long Distance is *economical.* It brings big returns on a small investment. You accomplish so much *more* that there are extra days on your calendar, extra dollars in your pocket.

CHNS at Halifax Informs the World Of Mine Disaster

Technical Obstacles Overcome In Broadcasts From Scene

By WILLIAM C. BORRETT
Managing Director, CHNS
Halifax, N. S.

THE mine disaster at Moose River, Nova Scotia, which commenced at 11 p. m. (AST) on Easter Sunday, when Dr. Robertson, the late Herman McGill, and Alfred Scadding were trapped by a cave-in until their rescue April 23, gave broadcasting in Nova Scotia, particularly CHNS, the biggest job it has run into during the ten years of its existence.

The Moose River Gold Mine is located 70 miles from Halifax and is at the end of a branch country telephone circuit. With correspondents trying to serve their newspapers, this circuit was inadequate.

This is where radio first stepped into the picture. For the first seven days after the cave-in, the *Halifax Herald*, with which CHNS is associated, broadcast daily bulletin reports from the *Herald's* own correspondents, on the progress of the work being done, the telephone circuit being used whenever available. Stories were also sent in by automobile and in any other way possible. Shortly after midnight April 18, correspondents of the *Herald* got word through to CHNS that contact had been established with the entombed men through a 1¼ inch hole that had been driven down to the 141 ft. level. The station staff had just closed down but immediately everybody available was summoned back to his post.

The Halifax Amateur Radio Club immediately jumped into the scene, established a low - power battery transmitter at the mine with another in Halifax, and to these boys must go a tremendous amount of credit for the traffic they handled and the relieved pressure on the telephone circuit. All day Sunday and Sunday night and up to Monday evening CHNS remained on the air giving out the only radio information available and by that time.

A 15-Party Line

C. A. LANDRY, CHNS senior operator, along with J. Frank Willis, CRC announcer and L. A. Canning, CRC operator, and Lewis Murphy, volunteer chauffeur, arrived at the mine and set up a remote control amplifier and gave the first broadcast to listeners who by this time were intensely interested. Telephone communication with Moose River from Halifax, ends with a local circuit of iron wire serving 15 subscribers. This was the only phone outlet when the news that the entombed men were alive was made known. Telephone men at once set about clearing this iron circuit of grounds and cutting out the worst obstructions to transmission. Repeating coils were placed and a grounded phantom circuit developed, thus giving two circuits where one had existed before. Extra telephones were placed on these circuits as close to the mine as possible. These two channels were no sooner working than the demand for broadcasting facilities was received.

The broadcasts from the local station and the news dispatches going out on that first 30-hour run of CHNS, caused such widespread interest that it was no surprise to the station management when the CRC called upon them to supply remote control apparatus and remote control men to go to the mine. As there is no power available there and realizing that it might be a long job, a plentiful supply of B batteries was taken along.

From 6 o'clock on Monday night until 2 a.m. Thursday with but one or two short interludes remote control men gave a regular half hour bulletin service and went practically without any sleep during this whole time, taking rest whenever they could in the automobile that had conveyed them to the mine. These remote control men had the responsibility of cooperating with the telephone officials and seeing that their equipment was in good shape every half hour throughout this period, and they assisted the announcer in gathering information, which was almost impossible to get at times, as the officials in charge had all they wanted to do without bothering to answer questions. The information gathered early in the broadcast from those around the mine varied so in character that no chances could be taken later in broadcasting anything without official approval. The assistance given to the announcer by the Minister of Mines was of inestimable value as in spite of the fact that he had practically no sleep and was responsible for this whole job, he very kindly on several occasions spoke over the microphone and assisted them in every way in giving reliable information.

J. Frank Willis, the announcer, was working under most difficult conditions. While at first the broadcasting bulletins may not have contained very much real information, at the conclusion the whole world was enabled through his voice—via CRC, NBC, CBS and MBS— to get the definite information that the men had actually been rescued; and that there was no truth to many of the wild rumors that were being circulated by unknown individuals.

While the remote control men were having their troubles, so were those at CHNS. Two operators at the long and short wave transmitters, CHNS and VE9HX respectively, worked right through from early Sunday morning until Thursday morning, and at the main controls the station director along with the station staff pianist and a relieving control operator, stayed in the control room right through with only an average of three or four hours sleep in any day, and at one time did a 30-hour stretch.

AT MOOSE RIVER—J. Frank Willis, CRC regional production director and CHNS announcer, in action just before two entombed miners were brought to the surface. Behind him are Cecil Landry, senior operator of CHNS, and photographers, all around the waiting ambulance.

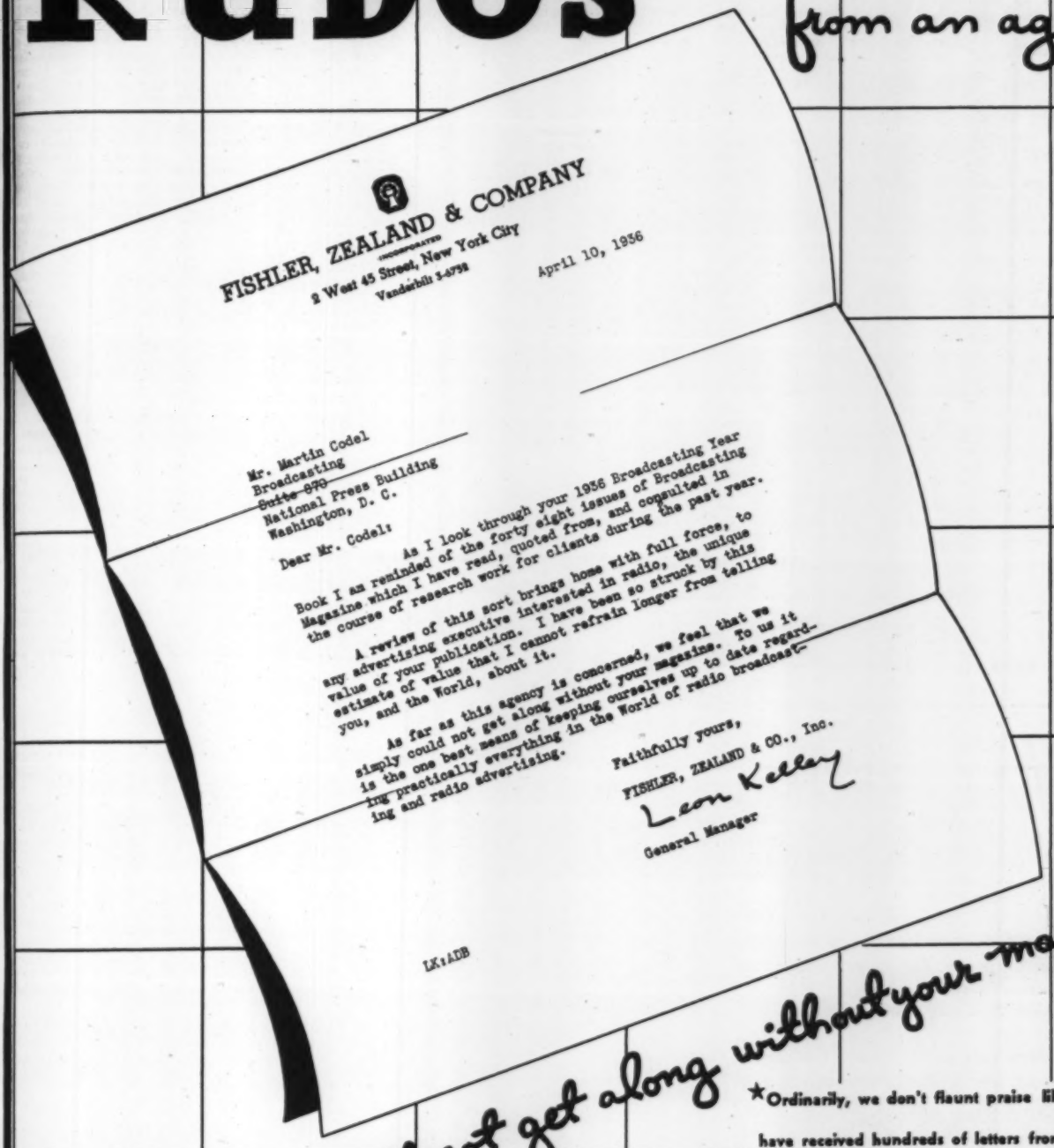
TIDE WATER OIL Co., New York, has added sponsorship of the 11 p. m. Yankee Network news broadcast six nights weekly to its spot campaign. Lennen & Mitchell Inc., New York, is agency.

ACCURACY
PRECISION FREQUENCY CHECKS
A prompt and reliable service now being used by over 100 representative commercial stations.
Single Measurements..$1.75 each
Once-a-week Measurements..... 5.00 per month
TRU-AXIS *LOW DRIFT CRYSTALS
Fully mounted in isolantite variable air-gap type mounting. $37.50
*Drift guaranteed LESS than 4 CPS per °C per Megacycle.
COMMERCIAL RADIO EQUIPMENT COMPANY
7205 BALTIMORE • KANSAS CITY, MO.

BRIGHT SPOT!
Memphis, The South's First Market, continues to be one of the brightest spots on the National marketing map.
And WMC, by long odds enjoying the listener preference in this mighty market of over 2,000,000 trading area population, is the only station in this section bringing listeners their favorite NBC features.
Tell YOUR sales story over WMC . . . and sell Memphis . . . The South's First Market.
ASK A KATZ MANI
WMC
MEMPHIS
2,500 Watts Day — 1,000 Watts Night "In the Middle of the Dial"
Owned and Operated by the Commercial Appeal
Nationally Represented by
E. KATZ SPECIAL ADVERTISING AGENCY

FOR KANSAS CITY COVERAGE
WREN
"A Bird in the Hand"

KUDOS★ from an agency!



FISHLER, ZEALAND & COMPANY
INCORPORATED
2 West 45 Street, New York City
Vanderbilt 6-6791

April 10, 1936

Mr. Martin Codel
Broadcasting
~~Suite 870~~
National Press Building
Washington, D. C.

Dear Mr. Codel:

As I look through your 1936 Broadcasting Year Book I am reminded of the forty eight issues of Broadcasting Magazine which I have read, quoted from, and consulted in the course of research work for clients during the past year.

A review of this sort brings home with full force, to any advertising executive interested in radio, the unique value of your publication. I have been so struck by this estimate of value that I cannot refrain longer from telling you, and the World, about it.

As far as this agency is concerned, we feel that we simply could not get along without your magazine. To us it is the one best means of keeping ourselves up to date regarding practically everything in the World of radio broadcasting and radio advertising.

Faithfully yours,
FISHLER, ZEALAND & CO., Inc.
Leon Kelley
General Manager

LK:ADB

"we simply could not get along without your magazine"

★Ordinarily, we don't flaunt praise like this, though we have received hundreds of letters from our agency readers revealing their intense interest in the current issues of BROADCASTING, as well as the Year Book. But this letter, frankly, made our breasts swell with so much pride that we couldn't resist asking permission to reproduce it.

BROADCASTING
Broadcast Advertising

NATIONAL PRESS BLDG. WASHINGTON, D.C.

Text of ANPA Radio Committee Report . . . .

(Continued from page 9)

space to this material. However, many publishers still contend that radio programs are nothing more nor less than free publicity, and should be treated as such.

Competition between the newspapers and the radio stations for the advertiser's dollar should not be objectionable because publishers have never denied the right of fair competition on the part of any other advertising medium.

As an indication that there is no hostile feeling on the part of the press toward radio, it is only necessary to point out that the newspapers and the press associations during the last two years have made available the entire news services of the three press associations to all broadcasting stations without charge. Thereby they are offering protection to all radio stations on news throughout the 24 hours of the day and night. The only conditions are that this news shall not be commingled with advertising or connected with an advertising program, and that it be broadcast in the form given and at periods of value to the listening public.

The press, in offering its wire reports as a public service, has taken the position that the broadcasters, in return for this valuable contribution, should do their part by putting the news on the air at regular intervals and at hours when the news would be of the most value to the public.

Intelligent Program Production
and
Intensive Merchandising
make WJBY a good buy for National Advertisers
WJBY Gadsden, Ala.

The publishers contend this should be a free service on the part of the broadcasters in the interest of their listening public. Many independent stations, however, are holding out for the right to sell this news for revenue.

The NBC, CBS and a few independent stations are making use of the Press-Radio Bureau material. Through the bureau these groups and the press associations are now cooperating in constructive programs for the broadcasting of news in the public interest, without an advertising tie-up.

The real issue between the newspapers and broadcasters, if any exists, is to be found in the attitude of those broadcasters who assert that the newspapers should permit the use of their news in connection with advertising programs. These broadcasters say they should not be required to give up valuable advertising time for the purpose of broadcasting news as a public service. The owners of these stations contend they should be permitted to sell advertising in connection with press association news, tying the advertising and news together in the broadcast program in order to increase their revenue.

It is upon this issue that there is a wide difference of opinion. Your radio committee consistently has opposed the use of press association news when commingled with advertising or connected with an advertising program. The committee believes an important principle, vital to the newspapers, the radio stations, and most of all to the general public, is involved in this issue.

The sale of news to any broadcasting station or to any advertiser for sponsorship over the air is just as unsound as if the newspapers sold news to their advertisers, and then permitted them to commingle this news in their advertising copy. How long would the newspapers hold the confidence of the public, as media for the dissemination of information, if they adopted such a policy?

The same principle is applicable to radio stations which permit such a policy.

Closely Allied

THE newspaper publishers of the United States should be interested in keeping radio as a medium for the dissemination of information without government or advertiser sponsorship or censorship. The functions of the newspaper and of radio are so closely allied that the future welfare of this country may depend upon the continuance of both of these media as free institutions. Of course, radio, while subject to a license, can never be as free as the press, but even so, the press can protect the freedom of the air if the broadcasters, by their acts, prove themselves worthy of our help.

The most dangerous feature of radio broadcasting in any country and under any system yet devised lies in the fact that the license to operate a broadcasting station provides a complete monopoly because no more radio channels are available. The situation under private operation becomes more acute when we realize that there are only a limited number of hours in which to operate a broadcast station; and still more acute when one considers the value of such a license.

To use a simple illustration. The situation can be compared to a state which has granted an exclusive license to one company to operate only one bus of a given capacity on a public highway. When this bus is filled, those who cannot enter it, are unable to ride. The monopoly is complete. There can be no other bus on that road, and additional seats cannot be added to the bus. The owner of the bus line is in a position to determine what passengers he wants to carry and how far he wants to transport them. To carry the example farther, the state says to this company, if you fail to operate the bus in the manner in which we think you should operate it, we will cancel your license and issue it to some other bus owner.

This is the exact situation in radio broadcasting.

This is the reason why there is a controversy over the freedom of the air. The holder of a radio broadcast license must say who shall speak over the air, when he shall speak, and how long he shall speak, and in most cases a manuscript must be submitted in advance. It is easy for the license holder to deny an unwelcome speaker the right to speak under the excuse of not having available time on the air. Different hours of the day and night also have their value from zero to millions in terms of an audience, and the time of the broadcast is most important to the speaker as many elements enter into the factor of equal opportunity. The most popular hours of the day are the most valuable revenue producing hours.

Under our system of regulation, where the licenses to broadcast are granted by a political body every six months, a station is not likely to jeopardize its license by offending this political body. It is for these reasons that radio offers a convenient vehicle for control by a political party. It is the duty of publishers to see that the regulation of broadcasting is kept free from political domination, and without bias or prejudice.

The citizens of this country are interested in maintaining the proper freedom for our communications in order that these media may fulfill their proper functions and do their part in a country which is built upon the citizen's right of debate and a free expression.

Congress has delegated to the FCC the power to regulate and license broadcasting in the "public interest, convenience, and necessity," and as yet neither Congress nor the Commission, not even the courts, have attempted to define what constitutes "public interest, convenience, and necessity." The FCC holds a club over the license holders through many restrictions as to equipment, the technical control of radio waves, and finally in requiring an application for renewal of licenses to operate. This places a tremendous power in the hands of the government to control the air.

No matter what party happens to be in power, this system offers to that party a temptation to use this medium of communication for propaganda purposes.

In several European countries the radio has been used by the party in power to destroy the confidence of the public in the press. The final result of it in those countries has been the suppression of the press and the destruction of the newspapers.

In Germany, the party in power can and is putting its citizens in jail for listening to any broadcast from a foreign country, yet Germany and other countries are broadcasting propaganda daily direct into the United States under the guise of news.

Such changes in government policy do not come suddenly but creep up on us gradually. From the day of the first printing press, the press has always been under attack, either open or insidious, from seekers after arbitrary power. Propaganda under the guise of news over the radio eventually might conceivably cause the disintegration of public confidence in the press—but not if the press is vigilant in the protection of the citizen's right to have authoritative and reliable information.

The Federal control of telegraph and telephone companies and the licensing of radio stations under the FCC has opened the door for the government to attempt to intimidate the press. Wire and radio communications are closely allied. Their operations now are subject to the same dictatorial powers assumed by the FCC. Newspapers and press associations cannot function except through communications systems supervised by the same Commission.

The listening public desires only news bulletins, and these can be given to radio by the press, but the source of the news and its presentation must not be contaminated.

Bureau Continued

THE Press-Radio Bureau has been in operation for two years and is rendering a most valuable and constructive service to the listening public, but its scope should be extended.

The NBC and CBS have expressed their desire to continue the Press-Radio Bureau and to finance it for another year.

While the Press-Radio Bureau serves many stations affiliated with these two chains, a large number of radio stations of the Middle West, the Far West, and a part of the South are so far removed from the Bureau that the heavy toll charges make the service impracticable for these far distant stations, even though the news is furnished to them without cost.

Your committee recommends the continuance of the Bureau for another year with an expansion of its service. The committee believes that the three press associations should be asked to cooperate for another year in the work of the Bureau. To the end that this service reach the entire listening public, your committee recommends that it be authorized to take up with those stations which cannot

WALTER J. PRESTON
NOW
NATIONAL SALES MANAGER
W-I-N-D

Indiana's largest full time Radio Station takes pleasure in announcing the appointment of Walter J. Preston to the position of National Sales Manager.

Mr. Preston, formerly of WBBM (Chicago), W-I-N-S, (New York City), and Iowa Network (Des Moines), brings to W-I-N-D eleven years of experience which assure national advertisers of the necessary "plus" in cooperation which pre-assures advertising success.

While Mr. Preston will headquarter in Chicago, he is available for advertising counsel anywhere.

Walter Preston and W-I-N-D want to help you increase your sales in the Chicago area.

201 N. Wells Street
Chicago, Illinois

The
A B C
Station of Eastern Indiana
WLBC - Muncie

afford wire costs from New York, plans for a more economical distribution of the Press-Radio reports.

During the last year the newspapers and the press associations have won important victories in the courts on the point of maintaining the rights of the newspapers and press associations in the news which they have gathered thereby maintaining protection against the improper appropriation of news.

Every newspaper publisher and each press association are urged to continue to oppose the illegal use of its news and to protect the property rights which each has in the news which it has gathered. Newspaper publishers should resist any attempt on the part of any group to curtail the rights of freedom of expression by means of radio or any wire communication system.

The committee offers the following resolutions for the consideration of the convention:

Resolved: That the Press-Radio Bureau be continued for another year and that the Associated Press, the United Press, and the International New Service be requested to cooperate with the Bureau during that period, so that its news reports may be made available to all radio broadcast stations desiring to use them.

J. H. DeWitt Jr. Named Chambers' Successor as NAB Engineering Head

JOHN H. DEWITT JR., chief engineer of WSM, Nashville, on April 18 was named chairman of the NAB engineering committee by President Leo J. Fitzpatrick, succeeding Joseph A. Chambers, former chief engineer of WLW, who resigned because of his new status as a consulting engineer.

The appointment was announced at a meeting of the engineering committee in Cleveland April 18, at which time Mr. Chambers formally tendered his resignation. On April 1 Mr. Chambers became a partner in the consulting engineering firm of McNary & Chambers, Washington. The committee adopted a resolution commending Mr. Chambers for "his intelligent handling of the post of chairman of the committee for the past five years and for being instrumental in directing the work of this committee along lines of great usefulness to the broadcasting industry."

After Mr. Chambers turned the gavel over to Mr. DeWitt, the committee adopted a series of recommendations proposed by the retiring chairman. It announced its intention of making every effort to assist station engineers in interpreting new rules and regulations of the FCC covering technical matters, notably those which become effective Nov. 1 governing "cleaning up" of equipment for the protection of life and property.

The committee also agreed that, since the International Broadcasting Union in Europe (U.I.R.) closely corresponds to the NAB, much valuable information could be exchanged on technical matters looking toward the world standardization of technical practices in broadcasting. The committee also agreed to expand the engineering handbook of the NAB, devised by J. C. McNary while he was technical director, to include late material of permanent reference value.

WBIG, in Greensboro, N. C. on May 2 celebrates its tenth anniversary, and a salute was given over CBS.

Receiver Immune To Fading Claimed

Conquest of Reception Barrier Is Claimed by Technician

THE CONQUEST of fading is claimed in the May issue of *QST*, organ of the American Radio Relay League, in which a new type of "dual diversity" receiver of simple design is described by its designer, James J. Lamb, technical editor of the journal of American radio amateurs. Following close upon Mr. Lamb's recent disclosure of a "noise silencer" device for the suppression of static, the invention is creating widespread interest in radio circles.

The device, it is claimed, is applicable to both broadcast and shortwave reception and radios incorporating it may soon be placed on the market. Mr. Lamb is also reported to be working on a device for the elimination of inter-channel sideband interference for which his colleagues express great hopes.

How It Operates

THE FIRST "dual diversity" receiver has been built by James L. A. McLaughlin, of New York, for Dr. M. B. Hard, operator of the prominent Mexican amateur station XE1G. An official statement of the ARRL describes the system thus:

Utilizing principles known and employed by commercial communications companies for some time but heretofore regarded as too complex for widespread application in popular receivers, Lamb's simplification now makes it possible for shortwave and broadcast listeners to enjoy long-distance reception practically free from fading.

Fading is eliminated by employing diversity reception. On any two antennas, separated by a short distance from each other, it will be found that when a signal fades on one antenna it will not fade on the other, and vice versa. The simple expedient of tying two antennas to the same receiver will not eliminate fading, but would make it worse. The signals must be combined after they have been changed to voice frequencies. Such a combination would ordinarily require two separate receivers, with the added complexity and expense of such an installation.

Lamb's innovation, however, simplifies and reduces the apparatus required, and enables single-control tuning. The receiver has two separate channels, one for each antenna, and a common output system. When the signal is strong on one antenna or channel, the gain of the other channel is reduced, so that a better signal-to-noise ratio is achieved than that of the ordinary receiver. Coupled with Lamb's other recent development, the "noise silencer", shortwave and long-distance broadcast reception on a par with local broadcast reception is obtained.

The first idea for a simplified "dual-diversity" receiver came to Lamb and McLaughlin in 1931 but it was four years before they were able to put it into practical use. In 1935, under Dr. Hard's sponsorship, the receiver was finally constructed. According to Lamb, it has been tested under the most adverse conditions, and the results are more than satisfactory.

JOHN BLAIR & CO.
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

Always!

SAY... or DIAL... or CALL...

Postal Telegraph

No matter what point you want to reach ...whether it be in 80,000 places in the United States or Canada or in all the world beyond, send your message via Postal Telegraph.

For Postal Telegraph is the only American telegraph company that offers a world-wide service of co-ordinated telegraph, cable and radio communications under a single management.

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy... with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

New Rate Card of NBC Includes Recent Changes

NBC on April 28 announced a new rate card, No. 21, dated May 1, incorporating recent changes in the network setup—the new Pacific Coast Blue Network and Blue Mountain Group. The Pacific Coast Red Network and Red Mountain Group (formerly Basic Pacific Coast Network and Mountain Group) carry the same rates as under their former designations.

The card also lists the optional Southeastern service provided by WFBC, Greenville, S. C., and WCSC, Charleston, S. C. Totals for complete national service have been corrected to include these changes. Aside from these adjustments, rates are the same as card No. 20 issued Nov. 1, 1935. With the card is a new rate card supplement listing all NBC stations by cities with call letters, power, frequencies and time zones. A concise review of services and facilities maintained by NBC for its clients is included.

McFadden Renews

McFADDEN PUBLICATIONS Inc., New York (*True Story* magazine) has renewed the *True Story Court of Human Relations* for 13 weeks, effective June 5, on 27 NBC-Red stations, Fridays, 9-9:30 p. m.

WTCN
St. Paul — Minneapolis
FREE & SLEININGER, INC.
National Representatives.

WMIN Grant Reaffirmed

PETITIONS seeking to have vacated the action granting Edward Hoffman a new local station in St. Paul, Minn., were denied April 29 by the FCC, sitting en banc, until the U. S. Court of Appeals has had an opportunity to pass upon an appeal now pending. The station, assigned the call WMIN, would operate on 1370 kc., with 100 watts, full time. The Daily News Corp. sought to have the grant set aside.

New Don Lee Offices

NEW studio-auditorium and office facilities for KHJ, Los Angeles, are being constructed on a 10-day schedule under supervision of Thomas S. Lee, president of Don Lee Broadcasting System. The auditorium will seat 300. Offices will be of modernistic design and sound-proof. All work is being done at night, and occupancy is promised for May 4.

ALLEGANY STEEL Co., Pittsburgh (stainless steel) will use 32 one-minute WBS transcriptions over an unannounced list of stations in a campaign to begin soon. Walker & Downing, Pittsburgh, has the account.

PENNSYLVANIA RUBBER Co., Pittsburgh (tires), have placed 16 one-minute discs on a list of stations not yet selected. The discs were made by WBS and Walker & Downing, Pittsburgh, is the agency.

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica) has renewed *Town Hall Tonight* as of July 1, on an NBC-Red network, Wednesdays, 9-10 p. m.

WBAL

WBAL
Points the shortest way to the HEART OF MARYLAND
The most economical and effective way to reach the 3,800,000 in Maryland's rich territory is thru Baltimore's most powerful radio station.
WBAL
Contract Renewals mean satisfied users.
10,000 Watts **WBAL** **1060 kcs.**
BALTIMORE
You Sell Maryland When You Buy WBAL
National Representative
Hearst Radio
NEW YORK CHICAGO SAN FRANCISCO

FCC Rejects East-West Duplication

AFTER a delay of more than a year, the FCC Broadcast Division on May 1 decided the so-called "640 case" involving the first proposal to bring about East-West coast duplication on a clear channel, by denying a dozen applications as in conflict with regulations or as conducive of undue interference. Only one application was granted, that of the Portland (Me.) Broadcasting System for a 500 watt limited time station on the 640 kc. clear channel. The Portland company is associated with the *Press-Herald* of that city.

Simultaneously the Division threw out another attempted clear channel breakdown by denying three applications for assignments on the 830 kc. channel, upon which KOA, Denver, is the dominant station. The applications were those of WHDH, Boston and WEEU, Reading, Pa., both now daylight and both seeking unlimited time and of WNAC, Boston, to shift from 1230 kc. with 5,000 watts unlimited.

The 640 case has been one of the most complex ever before the FCC. It was heard by the Broadcast Division, en banc, in October, 1934, over a two-week period of day and night hearings. Involved in it also was a project of the Cleveland *Plain-Dealer*, operating WHK, to bring another station into that city through a three-station shift.

The applications involved, which were denied, were as follows:

WKBN, Youngstown, O., shift from 570 kc. specified hours to 610 kc. unlimited time; WJAY, Cleveland, from 610 daytime to 640 limited time, and WAIU, Columbus, from 540 limited time to 570 unlimited. These constituted the proposed *Plain-Dealer* shift.

Kunsky-Trendle Broadcasting Co., Detroit, full time on 640 with 10,000 watts for WXYZ; WAAB, Boston, assignment on 640 with 5,000 watts; WORC, Worcester, assignment on 640 kc. with 500 watts unlimited time, directional antenna: WFLA-WSUN, Clearwater, Fla., full time on 640 experimentally with 5,000 watts day and night. These sought breakdown of the 640 kc. clear channel.

KFUO, St. Louis, now operating specified hours on the channel used by KSD, St. Louis, for sharing daytime on the 640 channel with WOI, Ames, Ia., which operates on the channel daytime.

Application of Irving D. Sisson for a new daytime station with 500 watts on 640 at Pittsfield, Mass.

Eastland Co., for new 100 watt daytime station on 640 kc.

In addition to these stations, others involved in the case were KFI, Los Angeles, dominant station on 640, which opposed all applications for the break-down: WDAF, Kansas City; WEAF, New York; WIP, Philadelphia, which objected on interference grounds and WCSH, Portland, Me., which opposed the Portland application for a new station which was granted.

74.7% Increase
In Gross Revenue
March, 1936
over
March, 1935
WOL WASHINGTON, D. C.

Practice as Consultant In Radio Business Begun By Alexander Sherwood

Mr. Sherwood

ALEXANDER SHERWOOD, former assistant general manager of the Westinghouse radio stations, and since then manager of several Midwestern stations, has established an office in Omaha, Neb., as radio's first business consultant in broadcasting.

Feeling that there exists a need for competent, experienced counsel to the industry on business problems, Mr. Sherwood said his field in effect covers all the ground between the radio lawyer and the consulting engineer, including such matters as coordination of departments, personnel studies; account systems, contract performance and billing, tax and depreciation studies; appraisals, planning sales campaigns, promotion and consumer surveys, rate structure and commercial policies, public regulations, budgeting of income and expense, provision for contingencies and future growth.

A veteran in broadcasting, Mr. Sherwood, began with Westinghouse in 1926, and took an active part in building the methods and practices now generally used. After five years, he reorganized and managed KQV, Pittsburgh. Subsequently, he was identified with the ownership and management of WROK, Rockford, Ill., and after sales manager of WISN, Milwaukee. Since leaving KGBZ, York, Neb., which he managed, Mr. Sherwood has engaged in consulting work, but announced the opening of his practice on April 28.

Education Meeting Set

THE FIRST National Conference on Educational Broadcasting will be held in Washington Dec. 10-12, it was announced April 29. The meeting will be held in collaboration with the U. S. Office of Education and the FCC. A score of organizations representative of American Education have been invited to participate. The conference is designed to enable all persons interested in educational broadcasting to discuss means by which radio may become a more effective instrument for education. C. S. Marsh, of the American Council on Education, 744 Jackson Place, Washington, is serving as executive secretary.

"Voice" on NBC

WASEY PRODUCTS Inc., New York (Zemo, Musterole and Kreml) will shift the *Voice of Experience* program from CBS to the NBC-Red network on May 25, 11:45-noon, Mondays through Fridays. In the fall the *Singing Sam-Barbasol* program will also be heard over an NBC network. Erwin, Wasey & Co., New York, has the account.

SUIT against Mario Chamlee, opera singer, for 25% of his earnings on the Tony & Gus radio series on NBC was dismissed April 28 by the New York Supreme Court. Wilbert Negold had claimed the script, used by General Foods Corp., was his creation.

Warner Seeks MBS Tie

(Continued from page 8)

have received renewed impetus, it is reported, by the turn of events in recent weeks. Usable telephone lines to the Pacific Coast, heretofore unavailable except on an hourly rental basis, probably will be thrown open as Class A service by A. T. & T. within a month or so, thus making possible the venture from the technical standpoint.

A growing demand from stations for MBS service, plus sponsor support for additional station outlets in major markets west of Chicago, it is understood, tie into these plans. In addition to its present basic four-station network, MBS is providing commercial and sustaining programs (the latter if desired) to six other stations East of the Mississippi and is feeding certain commercials to a seventh.

A revival of the transcontinental MBS project has logically evolved from the agreed sale of KNX, Los Angeles, to CBS, and substitution of that station on the CBS network for KHJ, Don Lee key station in Los Angeles. MBS, it is understood, is interested in San Francisco as well as Los Angeles. The Don Lee outlets in those cities, which sever their CBS affiliations Jan. 1, 1937, at the latest, when current contracts expire, are known to be at least in preliminary negotiations with MBS. The San Francisco Don Lee outlet is KFRC.

Of significance is the visit to the East of L. G. Pattee, vice president of Don Lee Broadcasting System and of the Don Lee Holding Corp., operating both the radio and automobile businesses of the Lee organization, with Willet H. Brown, assistant manager of KHJ. They were in Washington April 24 and 25 and in New York during the week of April 27. Conversations were held with MBS officials.

The phenomenal progress being made by MBS in a business way ties into the plans for expansion. The four basic stations of the network are WOR, Newark; WLW, Cincinnati; WGN, Chicago, and CKLW, Detroit - Windsor. The change in ownership of CKLW from American to Canadian during the last fortnight, it is reported, will in no way affect that station's affiliation with MBS.

In addition to these stations, commercial and sustaining programs are being fed WGAR, Cleveland; WCAE, Pittsburgh; WBAL, Baltimore; WFIL, Philadelphia; WGR-WKBW, Buffalo, and WNAC, Boston. WOL, Washington, also is taking one commercial. WNAC leaves MBS when the station joins NBC some time prior to Jan. 1, 1937, or after WEEI, Boston, becomes CBS-operated, assuming FCC approval is obtained, as expected.

In making the haul to the Coast from Chicago, MBS must take into account such markets as St. Louis, Kansas City, Denver and Salt Lake City before invading Los Angeles and then San Francisco. Tentative arrangements, it is reported, are in the making in all these cities except Salt Lake City, where no facility appears available. In St. Louis, conversation links KSD as available for commercials. In Kansas City the reports surround WHB, now operating limited time, and possibly KMBC at night. In Denver the available facilities include KFEL and KVOD, which share time but are jointly operated commercially and which together constitute a full-time outlet. Salt Lake City would have to be skipped, it appears, and the haul then would be Denver to Los Angeles.

So far as known, MBS is not particularly interested in the South or the Southwest, feeling that its high-power outlets in the Midwest, like WLW and WGN, provide adequate coverage in the Southwest.

About four months ago, it is reported, MBS sought regular Class A service from A. T. & T. to the West Coast but found it unavailable. Class B service on an hourly basis at 37½ cents per mile was available. A. T. & T. has informed MBS that within a month or so there will be available Class A service on a yearly lease basis at 84 cents per mile per year. These circuits, however, are not the wide range instantaneously reversable lines used by other networks.

Whether MBS spreads toward the coast will depend upon business conditions at the time the service is available. If there is not sufficient business at rates which will result in profit for the new station affiliates, then it is assumed the project will be held in abeyance. MBS has been expanding slowly, adding new outlets at their card rates only when the sponsor sought the particular market.

Gottlieb to MBS

LESTER GOTTLIEB, of the WOR, Newark, press staff, has been appointed to handle all MBS publicity with offices in the WOR press department. Mr. Gottlieb prior to joining WOR some months ago, was radio editor of *News-Week*. He takes over his new assignment May 1. William P. Maloney has been added to the press department to take over Mr. Gottlieb's former duties it was announced by G. W. Johnstone, WOR's public relations director. Mr. Maloney comes from Robert S. Taplinger Inc., New York, where he has been doing radio publicity work.

RADIO
OUTLINE MAPS
of the
UNITED STATES

Every city in the U. S. having a radio station as of January 1, 1936, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½x11½ inches, printed on white ledger paper that permits the use of ink.

PRICES

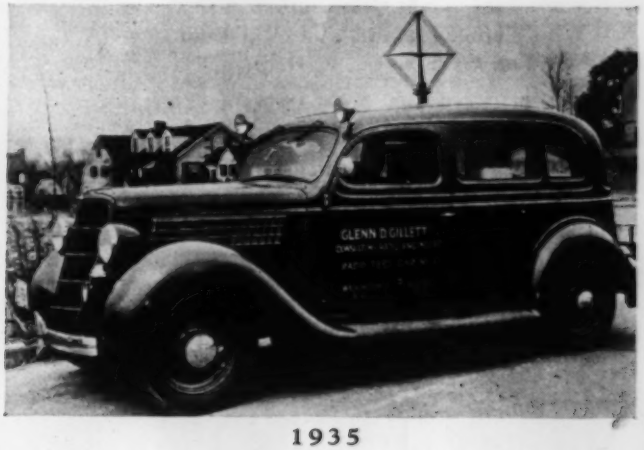
25 Copies	$2.00
50 Copies	$3.75
100 Copies	$5.00
200 Copies	$9.00
Single Copies	10c

BROADCASTING
Broadcast Advertising

National Press Building
Washington, D. C.

"There Is No Substitute for Experience"

No, we haven't seven cars now, we only have four with personnel and equipment to operate them in the field. We have already worn out the first three cars in survey work.



1922 1935

GLENN D. GILLETT
CONSULTING RADIO ENGINEER

National Press Bldg. WASHINGTON, D. C. Phone NAtional 3373

BOUND

To Give Greater Value!

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

$3.00 POSTPAID

(Your Name in Gold 25c Extra)

BROADCASTING
Broadcast Advertising

National Press Bldg., Washington, D. C.

NAB Board Votes Copyright Bureau

(Continued from page 11)

cleared at such originating point. This should be so irrespective of whether the originator of the program is a network, transcription or other company." It was brought out that the station has no way of ascertaining in advance whether the next network composition is one for which he holds a valid license.

"In the case of network programs," the board was told, "you have declared yourselves in favor of clearance of copyright at the source so that only the originating station will be held responsible for infringement and affiliate stations will be under no obligation to secure licenses with respect to such programs or to bear responsibility for any infringement that may occur therein. The same policy should apply with equal force to electrical transcriptions."

On payment of copyright fees, the report said that custom in the industry is not uniform. Transcription companies, as a general rule, do not clear performing rights. Network companies clear them for affiliates with respect to certain licensing groups but not with ASCAP. As a general proposition, it added, the station pays the performing right royalties whether the program is supplied by the network or transcription company.

"The fee must be paid," continued the report. "Whether the fee should be paid by the network or transcription company for all stations taking a given program; whether it should be paid by the stations individually; or whether it should be divided up among the stations and network or transcription companies, is a serious policy question which is now, and perhaps always must be, a matter of private contract between the stations and originating companies directly concerned.

"But this is true. All of the costs which go into program production must be paid by someone. If the originating company is required to add copyright performing fees to its other program production costs then it should have the right to adjust it station agreements to take into consideration this new cost item.

"As pointed out before, this is a matter of contract between stations and orginating companies. It would seem, however, that no distinction should be made between copyright costs and other items of cost which go into the production of the entire program.

Payment of Fees

"IN THE final analysis the advertiser pays all of the costs which go into the production and broadcasting of his program; and copyright fees are just as much a part of this program cost as is the cost of talent, telephone lines, recording operations, and other items. In a few instances the copyright fee is passed on to the advertiser as a direct charge but the general practice is otherwise. It may be that the time has arrived when the advertiser should pay for the use made of music in his program as a direct charge and under a system where he might have the benefits which will accrue from a market in which copyright owners sell their rights in competition with each other and in which prices are fixed by such competition. This is a question of policy which cannot be answered in this report.

It is not proposed, said the report, that the broadcasting industry should enter either the publishing, transcription or licensing businesses "unless it becomes necessary to do so in order to achieve its objective. It recognizes that many, if not all, of the proposed functions can be performed by one or more existing agencies and that it would be far more desirable to utilize existing facilities than to duplicate them. At the same time, the plan is complete enough to duplicate any or all of them if it should become necessary."

Moreover, it was stated that practical considerations should govern each step in development of the plan and that "wide discretionary" power should be given to its executive officers. "Advantage should be taken of every opportunity to utilize existing facilities and the cooperation of copyright owners sought toward this end. The plan should not be considered as a substitute for pending litigation or legislation except where such litigation or legislation is in direct conflict with the general objectives to be achieved."

All members of the ASCAP board were present with the exception of Gardner Cowles Jr., representing the Iowa Broadcasting Co., who had sailed for a vacation in Europe. The vote on acceptance of the Baldwin plan was not divulged.

CONVENTION SETUP APPROVED BY GOP

RADIO arrangements for the 1936 Republican convention to start June 9 at Cleveland, for the first time will provide microphone pickups for each state delegation, to be controlled from a booth beside the speakers' rostrum. Thus the radio audience will hear every word of the proceedings and convention attendants also will be able to hear from all parts of the hall through the public address system.

NBC, CBS, MBS and the public address system are to use a common set of microphones. Four booths, one for each, will be placed in the auditorium in addition to the booth at the speakers' rostrum. Arrangements for the microphone setup were made by Thomas G. Sabin, GOP radio director, in conjunction with Alfred H. Morton, NBC program manager; Paul White, public events director, and Lawrence Lowman, vice president of CBS; Carl Meyers, for MBS.

Time's Reenactments

THE *March of Time*, sponsored by Wm. Wrigley Jr. Co., and staged by *Time* magazine and Batten, Barton, Durstine & Osborn Inc., is recording political speeches off the air to prepare its staff of actors for impersonations to be used in convention reenactments.

At the Democratic convention in Philadelphia June 23 microphones will be suspended from the ceiling and manned by page boys. Engineering booths will be located at the top of a flight of seats located on the stage. NBC's staff at the conventions will include Bennett Grauer, George Hicks and Tom Manning, with Walter Lippmann, Dorothy Thompson, William Hard and Graham McNamee as commentators, as well as Lowell Thomas and Edwin C. Hill in their regular programs. CBS will have Robert Trout, H. V. Kaltenborn and Mabelle Jennings on duty, with comment by Henry L. Mencken, Walter Lippmann, Frank R. Kent, Paul Mallon, Turner Catledge, Joseph V. Connolly, Mark Sullivan and Raymond Clapper. MBS will have Quin Ryan, Gabriel Heatter, Arthur Sears Henning, and Arthur M. Evans. Ryan will be chief announcer. Carl Meyers, WGN chief announcer, will be in charge for MBS at Cleveland and Jack Poppele, WOR chief engineer, at Philadelphia.

"The Reporter of Odd Facts"

DRAMATIZES

The Cost of Discovering America.
Where Beefsteak Sold For $48.00 Per Pound.
The Man Who Profits By Suicides.
Oddities On The San Francisco Bridge and Boulder Dam.
Boy 5 Years Old When Grandfather Was Born.
Police Who Helped Bandits Hold Up Bank.
Man Who Won Over Horse In Race.

GIVES THE ORIGIN OF SAYINGS SUCH AS:

He's A Pain In The Neck.
He Kicked The Bucket.
More Fun Than A Barrel of Monkeys.
Throwing Salt Over Left Shoulder.

These and many others make up the snappiest 5 minute program that will make your listeners eager to hear *more*.

A NATURAL FOR BEER ACCOUNTS

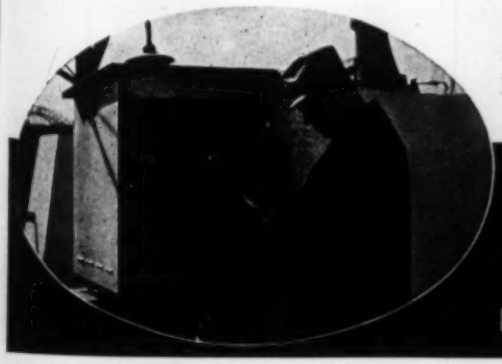
R. U. McINTOSH AND ASSOCIATES, INC.
2614 W. 7TH ST. ● LOS ANGELES, CALIF.

WHN steps up to 5KW

Chief Engineer G. R. Windham at WHN's new Western Electric 5 KW installation. The two panels at right comprise the 1 KW outfit formerly used—now serving as a standby transmitter.

Frequency monitoring units on desk at WHN, and station speech input equipment at right.

Antenna coupling equipment at the base of WHN's antenna.



It's another 100% Western Electric station!

WHN's new 5 KW Transmitter—like its old 1KW—is a Western Electric. All station speech input equipment and frequency monitoring units are Western Electric.

This new 5KW installation assures High Fidelity Performance which exceeds by a wide margin the present tentative standards of the Federal Communications Commission.

Uniform Frequency Response: The audio frequency transmission characteristic is uniform within ± 1 db from 30 to 10,000 cycles per second at all percentages of modulation.

Low Distortion: The RMS value of the distortion introduced by the transmitter is less than 5% at 100% modulation and less than 2% at average program level.

Low Noise Level: Approximately 60 db unweighted (70 db weighted as measured with a program noise meter) below the signal at 100% modulation.

Low Harmonic Radiation: On any multiple of the carrier frequency, harmonic radiation is at least 70 db below the carrier (equivalent to .032%).

For full details, write Graybar Electric, Graybar Building, New York.

Western Electric

Distributed by GRAYBAR Electric Co. In Canada: Northern Electric Co., Ltd.

RADIO TELEPHONE BROADCASTING EQUIPMENT

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

APRIL 14 TO APRIL 30, INCLUSIVE

Decisions . . .

APRIL 14

APPLICATIONS GRANTED:

WBNY, Buffalo — License for CP 1370 kc 100 w 250 w D (all hours except those assigned to WSVS).

KELW, Burbank, Cal.—Renewal license.

SET FOR HEARING — NEW, John S. Braun, Waco, Tex.; NEW, Tribune Co., Tampa, Fla.; NEW, Bay County Publishers Inc., Panama City, Fla.; NEW, ITU Radio Station Inc., Indianapolis; NEW, J. W. Plame, Huntington Park, Cal.; NEW, George F. Bissell, Pittsfield, Mass.; NEW, Golden Empire Brdcstg. Co., Marysville, Cal.; NEW, New Jersey Brdcstg. Co. Inc., Paterson, N. J.; KVOS, Bellingham, Wash.

SPECIAL AUTHORIZATIONS—WREC, Memphis, extension temp. auth. temp. trans.; WMFD, Wilmington, N. C., granted temp. auth. spec. hours.

ACTION ON EXAMINERS REPORTS:

NEW, Reporter Brdcstg. Co., Abilene, Tex.—Granted CP 1420 kc 100 w unltd., sustaining Examiner Bramhall.

NEW, Guilford Brdcstg. Co., Abilene, Tex.—Denied CP 1420 kc 100 w unltd., sustaining Examiner Bramhall.

KMED, Medford, Ore. — Granted modif. license 1310 to 1410 kc, 100 w 250 w D to 250 w N & D, spec. hours, sustaining Examiner Arnold.

NEW, James R. Doss Jr., Tuscaloosa, Ala.—Granted CP 1200 kc 100 w D, sustaining Examiner Bramhall.

ACTION ON CASES HEARD BY BROADCAST DIV.:

WTMJ, Milwaukee—Granted renewal license.

KFRC, San Francisco—Granted renewal license.

ORAL ARGUMENTS GRANTED—NEW, Advertiser Pub. Co. Ltd., Honolulu, 6-11-36; WEAN, Providence, R. I., 6-11-36; KVSO, Ardmore, Okla., 6-4-36; WFBR, Baltimore, 6-4-36; WOOD, WASH, Grand Rapids, 6-4-36.

MISCELLANEOUS—KFBB, Great Falls, Mont., denied motion to dismiss and return applic. Cal. Sales Contract Co., San Francisco, for auth. new station 1280 kc 500 w 1 kw LS; WAAW, Omaha, dismissed CP set for hearing asking 660 kc 5 kw D; NEW, Natl. Television Corp., New York, denied as in default.

RATIFICATIONS:

KIEL, Seattle — Granted auth. special programs.

KCMO, Kansas City — Granted temp. auth. use former KGBX trans.

WICC, Bridgeport—Temp. auth. special programs.

WLBF, Kansas City — Granted petition to intervene applic. of WHB.

KFI, Los Angeles—Granted auth. intervene KHSL applic.

Voice of Greenville—Granted auth. to be named as respondent in applic. Hunt Brdcstg., Greenville, Tex.

WDAF, Kansas City—Denied motion for dismissal applic. of WHB.

ad decisions

APRIL 15

SET FOR HEARING — WLTH, Brooklyn, applic. assign. license to Kings Brdcstg Corp., 5-18-36; WARD, Brooklyn, same. Hearing in so-called Brooklyn case to be held 5-7-36.

RATIFICATIONS:

WEVD, Brooklyn—Order to take depositions applic. modif. license.

NEW, George B. Bairey, Valley City, N. D.—Denied petition for grant of applic. CP new station (Action taken March 27).

APRIL 22

WHAZ, Troy, N. Y.—Granted renewal license.

WFAB, New York—Same.

WBBR, Brooklyn—Same.

WVFW, New York—Denied motion to strike answers of WLTH, WARD, WEVB and Brooklyn Daily Eagle Co. Inc., also motion to reject applic. said parties and motion to deny said parties participation in so-called Brooklyn cases to be heard before FCC May 7.

APRIL 24

APPLICATIONS GRANTED:

WTAR, Norfolk—CP change aux. equip.

WLIH, Lowell, Mass.—Exp. auth. booster station at Lawrence 10 to 100 w to 7-1-35.

NEW, Democrat-News Co. Inc., Lewistown, Mont.—CP 1200 kc 100 w unltd.

WSIX, Nashville—Modif. CP trans. site.

WHIS, Bluefield, W. Va.—Modif. CP change equip.

WNAC, Boston—CP increase 2½ to 5 kw D.

WCLO, Janesville, Wis.—CP move trans. locally, new radiator.

KOOS, Marshfield, Ore.—CP trans. site, new radiator.

WTAQ, Green Bay, Wis.—Renewal license.

Standard Radio Inc., Hollywood—Auth. delivery library service to Canada.

World Broadcasting System Inc., New York—Same.

WCAO, Baltimore—License for CP 600 kc 500 w N 1 kw D unltd.

KOMO, Seattle—License for CP 920 kc 1 kw N 5 kw D unltd.

WPTF, Gary, N. C.—License for CP move aux. trans.

WIOD-WMBF, Miami—License for CP new equip.

WHDH, Boston—License use old trans. as aux.

WQAM, Miami—License use old trans. as aux.

WKAQ, San Juan, P. R.—Modif. license ½ time to unltd.

KFIZ, Fon du Lac, Wis.—Modif. license increase spec. to unltd.

WNBR, Memphis—Renewal license with added 500 w to LS.

KSO, Des Moines; KGDY, Huron, S. D.; KRNT, Des Moines; WKBH, La Crosse, Wis.; KXYZ, Houston—Renewal license to 11-1-36.

KUJ, Walla Walla—Renewal license to 7-1-36.

KPDN, Pampa, Tex.—License for CP new station 1310 kc 100 w D.

WIS, Columbia, S. C.—Modif. CP extend completion.

W1XEH, Avon, Conn.—License 63500 kc 150 w unltd.

SET FOR HEARING — NEW, Glenn Van Auken, Indianapolis; NEW, Seaboard Investment Co., Montgomery, Ala.; NEW, William F. Kollecker, Pittsfield, Mass.; NEW, Smith, Keller & Cole, San Diego; NEW, Hildreth & Rogers Co., Lawrence, Mass.; NEW, Lillian E. Kiefer, Brooklyn; NEW, Red River Valley Brdcstg. Corp., Sherman, Tex.; NEW, Tribune Printing Co., Jefferson City, Mo.; NEW, E. Anthony & Sons Inc., Pawtucket, R. I.; KFPM, Greenville, Tex.; NEW, Ellwood W. Lippincott, Bend, Ore.; NEW, Ben S. McGlashan, San Diego; NEW, John E. Fetzer, Benton Harbor, Mich.; WTJS, Jackson, Tenn.; NEW, Dr. F. P. Carniglia, Monroe, La.; NEW, George Harm, Fresno, Cal.; NEW, Edwin A. Kraft, Petersburg, Alaska; WHBC, Canton; NEW, Times-Herald Pub. Co., Vallejo, Cal.; NEW, Arthur E. Seagrave, Lewiston, Me.; Baker Hospital, Muscatine, Ia.; WJBR, Gastonia, N. C.

SPECIAL AUTHORIZATIONS — KIDO, Boise, Id., temp. auth. temp. antenna; WOW, Omaha, extension temp. auth. 5 kw N in May; WDBO, Orlando, Fla., temp. auth. extended for added 750 w N, to 5-30-36; WIOD-WMBF, Miami, extension temp. auth. temp. antenna pending repairs; WFIL, Philadelphia, extension temp. auth. 1 kw N in May; WJEJ, Hagerstown, Md., extension temp. auth. 50 w LS-11 p. m. four days weekly in May.

APPLICATIONS DISMISSED (request of applicants)—WAAW, Omaha, vol. assign. license; WJIM, Lansing, Mich.; (failure to answer letters), NEW, Attala Brdcstg. Corp., Columbus, Miss.

MISCELLANEOUS—KFH, Wichita, affirmed FCC action of 5-28-35 granting applic. CP 1300 kc 1 kw 5 kw LS unltd. dismissed protest KFBI; WCAC, Storrs, Conn., license cancelled and call letters deleted.

RATIFICATIONS:

WHAS, Louisville — Temp. auth. test trans.

WNYC, New York—Temp. auth. aux. trans.

WIS, Columbia, S. C.—Extension temp. auth. 560 kc 1 kw N 5 kw D non-directional.

KTSM, El Paso — Granted petition intervene applic. Dorrence D. Roderick.

KVOS, Bellingham, Wash.—Denied motion dismiss hearing on applic. renewal.

Winona Radio Service, Winona, Minn.—Granted request take depositions applic. new station.

KMMJ, Clay Center, Neb.—Granted postponement hearing until applic. assign license is acted upon.

WOWO, Fort Wayne, Ind.—Granted petition postpone applic. CP increase power.

WELI, New Haven — Granted request postpone hearing modif. license.

WICC, Bridgeport—Granted permission file answer to appearance of Patrick J. Goode, who seeks modif. WELI license.

ORAL ARGUMENT GRANTED—NEW, A. W. Hayes, Erie, Pa., 9-10-36; NEW, Watertown Brdcstg. Corp., Watertown, N. Y., same.

Examiners' Reports . . .

NEW, C. G. Hill, George D. & Susan H. Walker, Winston Salem, N. C.—Examiner Walker recommended (I-217) that applic. CP 1250 kc 250 w D be denied.

NEW, Central Brdcstg. Co., Eau Claire, Wis. — Examiner Dalberg recommended (I-218) that applic. CP 1050 kc 250 w D be granted.

NEW, J. Laurence Martin, Tucumcari, N. W.—Examiner Seward recommended (I-219) that applic. CP 1200 kc 100 w unltd. be granted.

NEW, A. Stancart Graham, E. V. & Norman Baxter, d/b Pittsburg Brdcstg. Co., Pittsburg, Kan.—Examiner Hill recommended (I-220) that applic. CP 790 kc, 1 kw D be granted if other applic. no pending for 100-watt stations are denied.

KLO, Ogden, U.—Examiner Walker recommended (I-221) that applic. increase 500 w to 1 kw 5 kw LS be denied.

ad applic.

Applications . . .

APRIL 14

World Brdcstg. System—Auth. transmit programs to Northern Electric Co. Ltd. (Canadian).

WNAC, Boston—CP change equip., increase 1 kw 2½ kw D to 1 kw 5 kw D.

WRAK, Williamsport, Pa. — CP change antenna, move trans. locally.

WCKY, Covington, Ky.—CP new equip., increase 5 to 50 kw.

WFIL, Philadelphia — CP new equip., vertical antenna, increase 500 w 1 kw D to 1 kw, move trans. locally.

NEW, Bayou Brdcstg. Co., Houston—CP 1200 kc 100 w unltd., amended to 1210 kc.

NEW, Thomas L. Evans, J. L. Milligan, Jefferson City, Mo.—CP 920 kc 500 w D.

APPLICATIONS RETURNED—WPTF, Raleigh, N. C.; NEW, Carlsbad Brdcstg. Co., Carlsbad, N. M.

APRIL 15

WCAO, Baltimore—CP aux. trans. 250 w.

NEW, Black River Valley Brdcsts. Inc., Watertown, N. Y.—CP 1420 kc 100 w 250 w D unltd.

WACO, Waco, Tex.—Vol. assign. license to KTSA Brdcstg. Co.

KOMA, Oklahoma City—Vol. assign. license to Hearst Radio Inc.

WMBR, Jacksonville, Fla.—License for CP change equip.

WIS, Columbia, S. C.—Modif. CP change equip., increase power, change freq., move trans., asking extension completion date.

KUOA, Fayetteville, Ark.—CP change equip., new antenna, increase 1 to 2½ kw, move trans. to John Brown University.

APPLICATIONS RETURNED — NEW, Local 333, Int. Assn. Oil Field, Gas Well & Refinery Workers of America, Goose Creek, Tex.; KLZ, Denver; NEW, Ventura Brdcstg. Co., Ventura, Cal.

APRIL 20

WMAS, Springfield, Mass.—CP change equip., change from 1420 to 560 kc, increase 100 w 250 w D to 1 kw, move trans. locally, directional antenna.

KPDN, Pampa, Tex.—License for CP as modif. new station.

KFPW, Fort Smith, Ark. — CP change equip.

KTAT, Fort Worth, Tex.—Vol. assign. license to Raymond E. Buck.

NEW, KMOK Brdcstg. Co., Myron J. Bennett, pres., Valley City, N. D. — CP 1310 kc 100 w unltd.

NEW, Mile High Radio Corp., Denver —CP 1420 kc 100 w unltd.

APPLICATIONS RETURNED — NEW, Hyman Altman, Detroit; NEW, Van Luke Walling, Huntsville, Ala.

APRIL 21

WJZ, New York — CP new equip., increase 50 to 500 kw, move trans.

WRR, Dallas — Modif. CP new equip., move trans.

NEW, State Capitol Brdcstg. Assn., Austin, Tex.—CP 1120 kc 500 w 1 kw D spec. amended re antenna.

WRJN, Racine, Wis. — Modif. change equip., move trans., for further modif. equip., extension completion.

NEW, Hebrew Evangelization Society, Inc., Los Angeles—CP 570 kc 1 kw unltd.

W6XKG, Los Angeles—CP increase gen. exp. power 100 w to 1 kw.

KVOA, Tuscon, Ariz.—CP change equip.

APPLICATIONS RETURNED—WPTF, Raleigh, N. C., extension exp. auth. LS to 8 p. m. PCT.

APRIL 22

WNBC, New Britain, Conn.—Vol. assign. license to State Brdcstg. Corp.

WWJ, Detroit—License for CP as modif. move trans., new equip., increase power.

WCMI, Ashland, Ky.—CP change equip., increase 100 w to 100 w 250 w D.

W3XER, Philco R. & T. Corp., Philadelphia—License for CP spec. exp. 250 w.

"RADIO JAKE" AND HIS LIZZIE—When complaints of man-made interference to radio reception come in to WWJ, Detroit, it immediately dispatches W. A. Jacoby to the scene. As an interference sleuth, "Radio Jake", as he is known, has traced down thousands of trouble sources and has won widespread commendation, especially since the station makes no charge for this service to Detroit listeners.

WDOD, Chattanooga—Modif. license 1 kw 5 kw D to 5 kw D & N.

WGPC, Albany, Ga.—CP new equip., move trans. & studio locally.

NEW, O. Lee Stone, Florence, S. C.—CP 1200 kc 100 w D.

NEW, C. E. Wilkinson Brdcstg. Co. Inc., Mason City, Ia.—CP 1370 kc 100 w unltd. amended to 1210 kc.

NEW, Creston, Ia.—CP 1500 kc 100 w unltd. amended from W. E. Day to Creston News Advertiser Brdcstg. Co.

WKBB, East Dubuque, Ill.—CP new trans.

KFRU, Columbia, Mo.—CP Change hours to unltd., directional N, move trans. locally.

WGBF, Evansville, Ind. — CP change hours to unltd. directional.

NEW, KFLW Brdcstg. Co., Myron J. Bennett, pres., Mandan, N. D.—CP 1200 kc 100 w unltd., facilities KGCU.

NEW, Thomas M. Hammond, d/d Ventura Brdcstg. Co., Ventura, Cal.—CP 1210 kc 100 w D.

APRIL 23

NEW, A. H. Bello Corp., Grapevine, Tex.—CP gen. exp. 100 w.

NEW, Eau Claire Brdcstg. Co., Eau Claire, Wis.—CP 1210 kc 100 w unltd.

WCFL, Chicago—CP increase 5 to 25 kw.

KOMO, Seattle—License use trans. as aux.

KGGM, Albuquerque, N. M. — Consent transfer control to A. R. Hebenstreit.

KERN, Bakersfield, Cal.—Vol. assign license to McClatchy Brdcstg. Co.

KFBK, Sacramento—Same.

KWG, Stockton, Cal.—Same.

KMJ, Fresno, Cal.—Same.

KTRH, Houston—Modif. license 1 kw 5 kw D to 5 kw D & N.

KYA, San Francisco — CP new equip., increase 1 kw to 1 kw 5 kw D, amended move trans. to Bay View Park, San Francisco.

APRIL 27

NEW, Clarence C. Dill, Washington—CP 1310 kc 100 w unltd. (facilities of WOL if latter is granted 1230 kc).

NEW, John C. Looney, Milton, Mass.—CP exp. 1570 kc 1 kw unltd.

NEW, Harold F. Gross, Lansing, Mich. —CP 580 kc 500 w 1 kw D unltd. directional.

KWKC, Kansas City—Vol. assign. license to Lester E. Cox, Thomas L. Evans, C. C. Payne, amended to add C. C. Payne partnership - assignees; CP new equip., move studio and trans. locally, amended to unltd. hours.

NEW, Tribune, Great Falls, Mont.—CP change equip., increase 1 kw 2½ kw D to 1 kw 5 kw D, change 1280 to 900 kc, move trans. locally, amended to 950 kc, omit request facilities KSEI.

APRIL 28

WCAP, Asbury Park, N. J.—CP change antenna.

WICC, Bridgeport, Conn.—Modif. license from spec. to unltd., asks facilities WCAC.

WTHT, Hartford, Conn. — Modif. CP new station to unltd. 100 w, asks WNRI facilities.

WGH, Newport News, Va.—CP vertical antenna, move trans. locally.

NEW, Voice of Detroit Inc., Detroit—CP 1140 kc 500 w 1 kw D unltd., amended to 1120 kc.

WCLO, Janesville, Wis. — Modif. CP re equip., power, requesting approval trans. site.

WMBH, Joplin, Mo.—CP directional antenna N, change 1420 to 1380 kc, increase 100 w 250 w D to 500 w, move trans. locally.

NEW, G. P. Allison & Thos. R. Waters Jr., d/b Skagit Brdcstg. Assn., Whitney, Wash.—CP 1420 kc 100 w unltd.

KERN, Bakersville, Cal.—CP new trans., antenna.

KWYO, Sheridan, Wyo.—Change equip., vertical antenna, increase power, move locally.

KIT, Yakima, Wash. — CP vertical antenna, change 1310 to 1250 kc, increase 100 w 250 w D to 250 w 500 w D, move trans. locally.

APRIL 30

NEW, Fred J. Hart, Honolulu—CP 600 kc 2500 w unltd.

NEW, Asheville Daily News, Asheville, N. C.—CP 1400 kc 100 w unltd., amended to 1370 kc.

NEW, Southwest Brdcstg. Co., La Junta, Col.—CP 1370 kc 100 w unltd.

KFPY, Spokane—Auth. transfer control to T. W. Symons Jr.

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QUINCY, ILLINOIS

TRANSATLANTIC — David Sarnoff, RCA president and chairman of NBC, during his two-way radio conversation with Sir John Reith, head of the British Broadcasting Corp., in a unique transatlantic broadcast April 16. Mr. Sarnoff talked from the Ritz-Carleton Hotel, Atlantic City, while Sir John was aboard the "Queen Mary" on her trial run off Scotland. The program was broadcast over an NBC network keyed from KYW. Although it has been 25 years since he was a ship's operator, Mr. Sarnoff revealed he has not lost his touch. Before the broadcast he personally tapped out the last minute checkup to the transmitting station, and several times sent code messages. In the photograph also are Leslie Joy (center), KYW announcer and a KYW control man.

NEW, J. B. Knight, pres., Sherman Brdcstg. Assn., Sherman, Tex.—CP 1310 kc 100 w D.

WSPA, Spartanburg, S. C.—CP new trans., vertical antenna, increase 1 to 5 kw.

WGN, Chicago—CP increase 50 to 500 kw, move trans. locally.

Additional Decisions . . .

APRIL 29

Daily News Corp., St. Paul—Denied vacating of order granting CP to Edward Hoffman for new station in St. Paul pending court action; petition to postpone effective date of order and set side order and grant rehearing denied.

WLTH, Brooklyn—Overruled demurrer to notice of appearance and statement of facts to be proved filed by Brooklyn Brdcstg. Corp.; WARD, Brooklyn—Same.

MAY 1

APPLICATIONS GRANTED:

KGHL, Billings, Mont.—CP move trans., increase 2½ to 5 kw D.

WCAO, Baltimore—CP aux. equip.

KFPY, Spokane—CP move trans., vertical antenna.

KVOA, Tucson, Ariz.—CP change equip.

WHEC, Rochester — Modif. CP re antenna.

WTRC, Elkhart, Ind. — Modif. CP antenna etc., increase 50 to 100 w.

WRJN, Racine, Wis.—Modif. CP increase 100 to 250 w.

WBEN, Buffalo—Modif. CP re antenna.

WWJ, Detroit—License for CP.

WTAG, Worcester, Mass.—Same.

KOMO, Seattle—License aux. trans.

WQAM, Miami—License for CP.

WQAN, Scranton—Vol. assign. license to Scranton Times.

SET FOR HEARING—NEW, Telegraph Herald, Dubuque, Ia., CP 1340 kc 500 w D; NEW, Adv. Pub. Co. Ltd., Honolulu, CP 1370 kc 100 w unltd.; NEW, Harry J. Grant, Milwaukee, CP 1010 kc 250 w 500 w D unltd.; WCKY, Cincinnati, CP new equip., increase 5 to 50 kw; WHO, Des Moines, exp. auth. new equip., increase 50 to 500 kw; WGL, Fort Wayne, Ind., vol. assign. license to Westinghouse Electric & Mfg. Co.

ACTION ON EXAMINERS REPORTS:

NEW, Dudley J. Connally & Co., Chattanooga—Denied CP 1200 kc 100 w D.

NEW, Utah Radio Educ. Soc., Salt Lake City—Denied CP 1450 kc 1 kw U.

NEW, Louis H. Callister, Provo, Utah—Applic. 1200 kc 100 w U dismissed.

NEW, Paul Q. Callister, Salt Lake City —CP 1370 kc 100 w U denied.

NEW, Great Western Brdcstg. Assn., Logan, Utah—Denied CP 1500 kc 100 w U.

NEW, Great Western Brdcstg. Assn., Provo, Utah—CP 1210 kc 100 w U denied.

NEW, Munn Q. Cannon, Logan, Utah—CP 1210 kc 100 w U dismissed with prejudice.

NEW, Utah Brdcstg. Co., Salt Lake City —CP 1500 kc 100 w unltd. granted.

NEW, Cache Valley Brdcstg. Service Co., Utah—Denied CP 1370 kc 100 w U.

NEW, Wayne Brdcstg. Co., Hamtramck, Mich.—CP 1370 kc 100 w D denied.

NEW, Knox Brdcstg. Inc., Schenectady —CP 1240 kc 1 kw U denied.

WNBF, Binghamton, N. Y.—Change to 1240 kc 500 w 1 kw LS U denied.

WNEW, Newark — Increased power denied.

NEW, Champaign News Gazette Inc., Champaign, Ill.—Granted CP 1370 kc 100 w D.

WNAC, Boston—Denied increase power.

WHDH, Boston—Granted renewal license.

WEEU, Reading, Pa.—Change to U denied.

NEW, Wyo. Radio Educ. Assn., Cheyenne—Denied CP 630 kc 500 w 1 kw D U.

NEW, Paul R. Heitmeyer, Cheyenne—Denied CP 1210 kc 100 w 250 w D U.

NEW, Herbert Lee Blye, Lima, O.—Granted CP 1210 kc 100 w D.

NEW, W. A. Patterson, Chattanooga—Granted CP 1420 kc 100 w D.

NEW, Florida West Coast Brdcstg. Co.; Tampa—Denied CP 1370 kc 100 w U.

NEW, Paul R. Heitmeyer, Salt Lake City—Denied CP 1210 kc 100 w U.

NEW, Alfred C. Matthews, Cape May, N. J.—Denied CP 1420 kc 100 w spec.

WINS, New York — Denied increase power.

WDGY, Minneapolis — Denied full time.

WHDH, Boston — Denied modif. license 1 kw LS.

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ASCAP Defends Station

(Continued from page 10)

number through KGIR via NBC. Finally, it was held that the title to the composition had been further clouded by the appointment of a receiver for ASCAP in Washington State last year, when the Superior Court of the State took criminal action against ASCAP and all of its members, Warner Bros. included.

Dismissal was asked on the ground that the title to the number is clouded and that the court is without jurisdiction to handle the particular case.

Meanwhile, Warner Bros. continued to maintain sullen silence on signings of stations to its proferred five-year contracts for performance of its music. In round figures, it is reported that some 175 stations have signed renewals, many of them on a temporary basis, but Herman Starr, Warner vice president, on April 28, again declined to discuss this with BROADCASTING. Somehow the report persisted that Warner, because of the drubbing it has taken in loss of funds, but more important, of non-performance of the new music for its motion picture productions, would find its way back into ASCAP.

To add to its woes, Warner houses have been sued in New York on grounds of alleged "wastefulness" in withdrawing from ASCAP, by two stockholders, who charged that by this action earnings of the company have depreciated and resulted in a loss to them as stockholders.

And for the first quarter of the year, ASCAP cut the largest royalty melon in history, splitting $935,000, or 10% over the corresponding period of last year. Moreover, publisher members of ASCAP were treated to the usual Warner share of some $165,000 to boost their normal allotments from music. On April 25, Warner announced the filing of 67 additional actions, seeking $102,700 in damages, of which 37 were against broadcasting stations. The suits against stations were:

Harms vs. WADC, Akron, *You Took Advantage of Me*, asking $5,000; Remick vs. WHIO, Dayton, *Don't Bring Lulu* and *Quicker Than You Can Say Jack Robinson*, $10,000; Harms vs. WBTM, Danville, Va., *Take This Ring*, $250; Remick vs. WBTM, *Sweet Georgia Brown*, $500, two infringements alleged; Witmark vs. WBTM, *I Live for Love, Mine Alone, Mother Machree, In a Shanty in Old Shanty Town*, $1,000; Witmark vs. WMFJ, Daytona Beach, Fla., *She's a Latin From Manhattan*, $250; Harms vs. WALA, Mobile, Ala., *Day Dreams*, $250; Witmark vs. WCAM, Camden, *In the Vine Covered Church Way Back Home*, $250; Harms vs. WOV, New York, *All Through the Night*, $250; Witmark vs. WTOC, Savannah, *West of the Great Divide, That Wonderful Mother of Mine, In a Shanty in Old Shanty Town*, $1,500; Witmark vs. WGAR, Cleveland, *My Wild Irish Rose*, $5,000; Music Pub. Holding Corp. vs. KMOX, St. Louis, *Liza Lee*, $5,000; Harms vs. KOMA, Oklahoma City, *Where Am I (Am I in Heaven)*, $5,000; Witmark vs. WBNO, New Orleans, *You're an Eyeful of Heaven*, $250; Harms vs. WBNO, *You and the Night and the Music*, $1,750; Harms vs. WSMB, New Orleans, *Two Hearts Carved on A Lonesome Pine*, $5,000; Remick vs. WHIO, Dayton, *Don't Bring Lulu*, $5,000; New World vs. KTAT, Fort Worth, *I Got Rhythm*, $5,000; Harms vs. WGAR, *Where Am I (Am I in Heaven)*, $5,000; Harms vs. WGAR, Buffalo, *Wehn Buddha Smiles*, $5,000; Harms vs. WDOD, Chattanooga, *Let's Swing It*, $250; New World vs. WHFC, Cicero, Ill., *I Got Rhythm*, $250; Harms vs. WHFC, Cicero, Ill., *Dancing in the Dark*, $250; Remick vs. WHFC, *Don't Give Up the Ship*, $500; Harms vs. WHFC, *Every Now and Then, Madonna Mia*, $500; Harms vs. WCHS, Charleston, W. Va., *Let's Pretend There's a Moon*, $250; Witmark vs. WCSH, Portland, Me., *When Irish Eyes Are Smiling, My Wild Irish Rose* and *That Old Irish Mother of Mine*, $750; Witmark vs. WHFC, *I'm Goin' Shoppin' With You, The Words Are in My Heart, In a Shanty in Old Shanty Town, Lulu's Back in Town*, $1,000; Witmark vs. WNEW, Newark, *I Like Mountain Music*, $5,000; Remick vs. WMEX, Boston, *I Like Mountain Music*, $5,000; Witmark vs. WMEX, *Weary*, $5,000; Harms vs. WJAX, Jacksonville, *Blue Moonlight*, $500; Harms vs. WHBF, Rock Island, *Born to Be Kissed*, $500; Harms vs. WHBF, *You're an Angel*, $500; Remick vs. WTFI, Athens, Ga., *Chinatown, My Chinatown*, $250; Harms vs. WTFI, *Day Dreams*, $500.

British Amateurs

NBC will broadcast the first British amateur hour on May 1 over the WJZ network. The British program policy will permit competitors to stay through their allotted time, no gong being used. Performers on the series will represent all sections of the British Isles.

BEST BY TEST

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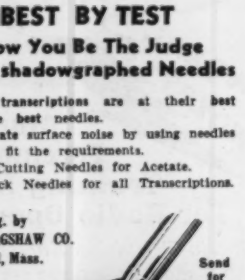

Send for Samples

HOLLYWOOD . . .

Perhaps Hollywood should not be classed as one of the seven wonders of the modern world. But certain it is that Hollywood has gradually become the "style center" for the production of electrical transcriptions.

Long ago tin pan alley moved bag and baggage to the coast. By far and large the majority of talent centers 'round Hollywood, as well as a wealth of production people, directors, producers, sound effects men, writers, gag men and others.

That is why the Radio Transcription Company of America some time ago changed its national headquarters to Hollywood where for more than seven years it has maintained a pioneer lead in its particular field with its own studios.

Transco transcribed programs will always provide the best in technical recording, the finest of available talent, and the most skilful of production details for nowhere else in all the wide world has one spot ever centered such a complete and varied background of direction and talent as Hollywood.

A copy of the latest Transco loose leaflet catalog awaits your request. Write for one today. Or ask to have our travelling field manager call at your station.

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● CHICAGO OFFICE
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UNITED PRESS

FOR DOMINANT NEWS COVERAGE

OTHER FELLOWS' VIEWPOINT

A Socialist and Radio

To the Editor of BROADCASTING:

Your letter of March 16 came at a time when I was continually away from my office because of speaking engagements. It is now probably too late to qualify for the particular discussion you had in mind.

Briefly let me say this: Things being what they are, I have no personal quarrel with the radio stations. On the contrary I have been well treated by them and more particularly by the chains. They do give me time and they do not censor or attempt to censor what I have to say. This is a marked change from the early days of radio when I had plenty of quarrels with companies.

I do not like the present system in which so great and so potentially influential an institution as radio broadcasting depends upon advertising. On the other hand, our government and our present social and economic situation being what it is, I do not think that under our conditions a public broadcasting system equal to the British could or would be set up. I should hate to see Jim Farley running it. At present, therefore, I support the proposal introduced in the House by Rep. Scott of California that as a condition of granting licenses radio stations be required to set aside so many hours a week for a forum discussion of public issues. There should be an advisory committee to help work out the practical problems of such allotment of time. And perhaps even more than that, there should be a committee of distinguished citizens to investigate the general radio situation. I do not want to make any further recommendations than this until the situation has been investigated. I am inclined to think that it would be better to grant licenses for at least a year's period, but this is an opinion subject to change without notice.

NORMAN THOMAS,
New York City.

[Editor's Note—We asked Norman Thomas, the Socialist leader, for an exposition of his attitude toward American radio in view of the recent attacks upon the industry on the one hand for its "conservatism" (viz., the Fletcher episode) and on the other hand for its "radicalism" (viz., the Browder incident). Mr. Thomas, in a sense, occupies a sort of middle ground, and his statement here, while we can't agree with most of it, is quite significant in its implications as to freedom of radio in this country.]

THE Irish Free State, which operates a 60,000-watt station at Athlone and smaller stations in Dublin and Cork, linking them as a network, has intimated that it will shortly discontinue sponsored programs, reports U. S. Vice Consul King at Dublin. At present the only sponsored program, he states, is that advertising the Irish Sweepstakes.

FEATURES
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IN THE CONTROL ROOM

AT A JOINT meeting April 30 of the Institute of Radio Engineers (Washington Section) and the American Physical Society, V. K. Zworykin, television expert of RCA, spoke on electron lenses and their correction. On May 1 the Institute met jointly with the International Scientific Radio Union, in Washington.

FRANK B. FALKNOR, chief engineer, WBBM Chicago, is in the hospital suffering from a leg fracture as the result of a fall.

GORDON SHERMAN, formerly of WEW St. Louis, has joined the engineering staff of KMOX, St. Louis.

BILL FAIRCLOUGH has joined the engineering staff of WHOM, Jersey City, the third former member of the WAAT staff to join WHOM in recent weeks.

HERBERT O. STEINMETZ, engineer in charge of night measurements for Commercial Radio Equipment Co., Kansas City, was married Easter Sunday to Miss Augusta Stralow, of Davenport, Ia.

WILLIAM GLASSCOCK, a member of the engineering staff of WTAM, Cleveland, and James F. Hackett, of the MBC New York staff, have exchanged positions. Mr. Glasscock was assigned to go with the Fred Waring troupe to handle the engineering details for the Waring-Ford NBC show while the company was playing vaudeville dates.

GENE RYDER, Transradio operator of WQAM, Miami, on April 14 became the father of a baby boy, his first child. The other operator, J. L. Atcheley, was married the same day.

CHARLES W. WIRTENAN, chief engineer, and Donald Devendorf are copying press for WIBM, Jackson, Mich.

HARRY R. LUBCKE, chief of television research for the Don Lee Broadcasting System, on April 14 was granted Patent No. 2,037,035 by the U. S. Patent Office, covering a television synchronization method and apparatus.

FREDERICK MACPHERSON, writer and traveler, has joined the staff of KJBS, San Francisco, as operator and announcer.

THOMAS VINES, formerly of WEBR, Buffalo, has been named chief engineer of WBNY, that city.

KIPLING'S works, which during his lifetime the late British author and poet would not permit to be used on the radio, will shortly be carried over the BBC under an arrangement made with the executors of his estate.

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WHERE IT'S COLD—Don Thompson (right), NBC special events producer, who took the recent NBC microphone flight to Alaska, is shown interviewing Joe Crosson, famous "Mercy Flyer".

EQUIPMENT

WIBM, Jackson, Mich., is on the air with a new 188-foot quarter-wave vertical antenna, a tubular mast rising from the roof of Radio Block. Since it is in the business district, a counter-poise using 4,000 feet of wire was installed on the roof.

GENERAL RADIO Co., Cambridge, Mass., has redesigned its Type 653 volume control, incorporating several improvements. Electrical contact-potential noise is said to have been completely eliminated. A button has been placed on the skirted control knob for setting in dim light.

WJR, Detroit, has perfected plans for a portable shortwave transmitter to facilitate broadcasting of news events. Actual work has been started and the mobile unit is to be ready shortly. In some respects it resembles equipment used by major networks for many of their special events broadcasts.

RCA MFG. Co., Camden, within the last fortnight has sold four new transmitters to stations authorized by the FCC to increase their power. To KJR, Seattle and KGHL, Billings, Mont., new 5,000 watt 5-C transmitters were sold, and to WHIO, Dayton, a 5,000 watt 5-C amplifier. To KGW, Portland, Ore., RCA sold a 250 watt exciter unit for its RCA 5,000-watt transmitter. WSAR, Fall River, Mass., purchased a 1-D 1,000 watt transmitter.

WIS, Columbia, S. C., is constructing a new Truscon reflector of the self-supporting three-legged type 260 feet high. It is located near the present 357 foot Truscon vertical radiator, in the direction of Miami, where suppression is sought, and will be fed with a concentric transmission line and coupling system to be constructed under supervision of Jansky & Bailey. A new garage has just been completed at the plant for the use of the technical staff living at the transmitter location. A modern bachelor apartment with every modern convenience was included in the general plans for the transmitter building and this apartment is being shared by Scott Helt, the chief engineer, and Joe Davenport, his assistant. The new 5,000 watt transmitter installation has been in operation since Christmas.

WDRC, Hartford, is installing new Western Electric speech input equipment at its new studios under direction of Perry Brumfield, operator. New acoustic treatment and modernistic decorations mark the new layout.

One More—One More—One More—

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KALTENBORN FINDS AIR FREEDOM GAINS

Mr. Kaltenborn

"THE most notable advance in broadcasting, apart from technical development, is increasing respect for free speech on the air," declared H. V. Kaltenborn, CBS commentator, when he was interviewed April 21 on CBS by Bob Trout on the occasion of his 15th anniversary on the air.

"Today the radio has become the chief medium of political discussion," he said. "Networks and individual stations know they can and must play an important part in the processes of democratic government. Back in 1923 I began referring to radio as the Fifth Estate. In its power to persuade men and events it now leads the other four."

On April 30 Mr. Kaltenborn interviewed Gov. Alfred M. Landon, of Kansas, in the first air interview given by the Republican candidate for the presidential nomination.

RCA's Junior Mike

RCA MFG. Co., Camden, has introduced a new velocity microphone (74-A) for portable equipment and remote broadcasts. Bi-directional characteristics are practically the same as the deluxe 44-A with high sensitivity claimed as a result of the use of alnico magnet steel.

Frequency range is from 70 to 8000 cycles, weight is 2½ pounds, and the size is considerably smaller than the deluxe model. Other features include rubber cushion mounting, magnetic shielding on the transformer and durable baked wrinkle finish.

An Idea Exchange

AN EXCHANGE of program ideas with other stations is being proposed to a select group of American stations by W. E. Wagstaff, of KDYL, Salt Lake City, who is preparing mimeographed scripts of features that have been well received over that outlet to offer on an exchange basis. Mr. Wagstaff asserts in his letter to stations that, in the absence of a clearing house for program ideas and tieups, he thinks the better stations might exchange with one another, and asks them to submit scripts or outlines of programs, special merchandising tieups, etc.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order. When inserting advertising over a box number, count 3 words (21c) for the address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Excellent opportunity for trained home economist to develop women's features on 5,000 watt midwestern newspaper-owned station. Training, pleasant personality, neat appearance more important than radio experience. Replies held in confidence. Box 480, BROADCASTING.

Situations Wanted

BROADCAST OPERATOR — CONSTRUCTION ENGINEER—MANAGER. Married, 38; two year college training. Operator Licenses First Class Radiotelegraph, First Class Radiotelephone graded 94% complete reexaminations 1935. Licensed Aircraft Pilot five years. Over twenty years diversified radio experience.

Licensed radio experimenter 1913. Marconi marine and coastal radio operator. Two years radio technician Army Signal Corps AEF. Broadcast training: two years Westinghouse Engineering Department, KYW. Construction at WCX, WJR, WSBC, KFKB, WTFF; later operator in charge at all. Directed construction large high frequency communications station New York area. Two years RCA Photophone Installation Engineer, Field Technical Inspector, District Manager. Two years territorial manager RCA Victor. Accomplished at office management, correspondence, collections, sales. Recently built and commissioned number Airways beacons and broadcasting stations for U. S. Government. Seeking connection due exhaustion Governmental appropriations. Excellent references.

Welcome opportunity serve you in any—or all—qualified capacities. Open any offer, any place. Box 478, BROADCASTING.

WANTED: Investment (salary) from agency or organization that needs man to create, write and produce original and salable radio programs. Long publicity experience gratis. Box 483, BROADCASTING.

Young man, commercial continuity and script writer, with good commercial ideas, desires position, writing and selling, with station or agency. Go anywhere. Available now. Box 475, BROADCASTING.

Writer-editor, 32, ten years experience metropolitan newspapers, magazines, publicity. M.A. degree. Available immediately for permanent work. Box 477, BROADCASTING.

Broadcast operator. Thoroughly experienced. Reliable. Age 30. W. B. Schroeder, R.R.2, Lafayette, Indiana.

Situations Wanted (Cont'd)

Man 27 desires permanent position anywhere. Would also accept position covering vacation schedule. Ten Years steamship, telephone company and broadcasting experience. Last employed transmitter operator also control engineer 50,000 watt NBC key station. Have first class telephone and telegraph license. Box 476, BROADCASTING.

Resident graduate of Western Radio Engineering Institute. Five years experience in southern stations as Morse, Press News, Control, Remote and Transmitter operator, with first class radiotelephone and radiotelegraph license. Desires immediate connection. Salary secondary. Will go anywhere. Write or wire Bernard Lawrence Rosenberg, 825 Allison Street, N. W. Washington, D. C.

Engineer, ten years experience with composite and commercial Broadcast Transmitters. Best references; married; now employed. Desires position with progressive station needing a qualified technician. Box 479, BROADCASTING.

Music — Talent

Program Managers, Artists, send for list of new songs — available for broadcasting without payment of copyright fee. Indiana Song Bureau, Salem, Indiana.

For Rent—Equipment

Approved equipment. RCA TMV-75-B field strength measuring unit (new), direct reading; Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

For Sale—Equipment

2 standard Western Electric 4000 volts motor generator sets and 2 standard 6B filament and bias motor generator sets. These are in excellent condition. They are now in use at WIND. 201 N. Wells St., Chicago.

Wanted to Buy

Will purchase transcriptions, all types, for export. Box 481, BROADCASTING.

Western Electric 5-C transmitter. Quote lowest cash price first letter. Box 482, BROADCASTING.

WWJ *Announces* OPENING OF NEW TRANSMITTING STATION

Another Climax in WWJ's 16-Year Record of Progress

While the opening of this new transmitting station is one of the most noteworthy achievements in WWJ's 16-year record of progress, it is at the same time much more than another climax. It really marks the beginning of a new epoch for radio listeners in the Detroit area—the area which comprises America's fourth great market!

For, conforming to WWJ's policy of always supplying its listeners with the best in radio, this new station is equipped with the very latest sending apparatus that radio science has been able to develop. That means greater clarity, a new faithfulness and more naturalness in WWJ's voice. This, in turn, will mean an ever increasing number of WWJ listeners—an even more complete coverage of this great market which has long regarded WWJ as its own HOME station.

Now, more than ever, to cover the Detroit market, you must have WWJ. Make, or change, your schedules to include time on AMERICA'S PIONEER BROADCASTING STATION.

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